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ABSTRACT

Thirteen federal agencies offer a total of 68 programs related to energy education, extension and information activities. Chapter 1 of this report describes these energy outreach programs. Chapter 2 addresses: (1) procedures for minimizing potential conflict between federal energy outreach efforts and those offered by the private sector, (2) the relationship of these national government activities to other federal assistance and incentive programs, and (3) procedures for evaluating federal energy education, extension and outreach programs. The final chapter presents a plan for the better coordination of federal energy outreach efforts. (Author/WB)

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ACTION
Community Services Administration
Department of Agriculture
Department of Commerce
Department of Defense
Department of Energy
Department of Health, Education, and Welfare
Department of Housing and Urban Development
Department of Labor
Department of Transportation
Environmental Protection Agency
General Services Administration
National Aeronautics and Space Administration
National Science Foundation
Small Business Administration
Tennessee Valley Authority

SUMMARY

The recently enacted National Energy Act (NEA) emphasizes the Nation's commitment to energy conservation and to the use of renewable fuels. A major purpose of Federal energy education, extension and information--or "outreach"--activities is to provide individual Americans with the capability they need to adopt energy-saving measures. Outreach programs provide information and technical assistance to communicate the importance of changes in energy consumption patterns, the energy-efficiency and renewable fuel options available, and the associated short- and long-term cost savings.

When enacting the National Energy Extension Service Act of 1977 (NEESA), Congress expressed concern about the coordination and direction of the many Federal energy outreach programs. To improve coordination and provide a formal planning mechanism, Congress directed the Department of Energy (DOE) to prepare and annually revise a Comprehensive Program and Plan for Federal Energy Education, Extension and Information Activities (CPP). The purpose of the CPP is to survey Federal outreach programs, to report on several considerations important to their effectiveness, and to provide a plan for their improved coordination. The first annual CPP was submitted to Congress in February 1978. This report is the second annual CPP.

Currently, thirteen Federal departments and agencies are conducting 68 programs dedicated in whole or in part to energy outreach activities. Slightly over one-half of these programs are managed by DOE. In terms of dollars, approximately $60 million was available for Federal energy outreach activities in FY 1978, and about $190 million will be available in FY 1979. The FY 1979 increase over FY 1978 in both programs and dollar amounts is due primarily to the inclusion of energy outreach activities mandated by the NEA.

A wide range of services, objectives, and target audiences are addressed by Federal energy outreach programs. Services range from disseminating printed material to providing direct technical assistance. Program objectives include encouraging the adoption of building or transportation design modifications to increase energy efficiency, changing personal energy consumption patterns, encouraging the use of renewable as opposed to scarce fuels, and assuring that the public has the necessary knowledge to deal with energy issues. The principal target audiences addressed by outreach programs are businesses, homeowners, state and local governments, and the general public. Health and educational institutions are receiving increased attention through activities authorized by the NEA.

As noted in last year's CPP, the basic pattern of outreach programs is one of continuing generalized information dissemination activities. At the same time, there is increased movement, such as in the NEA, toward the creation and maintenance of programs specifically tailored to the needs of particular target audiences.

Considerations important to the effectiveness of energy outreach programs include: (1) procedures to minimize potential conflict with similar services provided by the private sector; (2) the relationship of outreach programs to other Federal assistance and incentive programs; and (3) procedures for evaluating the effectiveness of energy outreach programs. The first CPP discussed several approaches to minimizing conflict with the private sector. In the past year, two additional approaches have emerged: assigning the private sector a distinct role in encouraging energy conservation, and increasing the sensitivity of the Federal government to not competing with private sector initiatives.

The effectiveness of energy outreach activities is expected to be increased significantly by programs enacted as part of the NEA. NEA assistance and incentive activities particularly related to energy outreach include loans, grants, and demonstrations; appliance efficiency standards; taxes and tax credits; and public utility regulatory policies.

In regard to evaluating the effectiveness of energy outreach programs, the first CPP highlighted four conclusions. In the past year, a detailed methodology incorporating these conclusions has been developed for evaluating one energy outreach program--the Energy Extension Service (EES). While the evaluation methodology is necessarily tailored to the characteristics of the EES, aspects of the methodology have implications for other outreach programs.

The development of the EES evaluation design has led to several conclusions: the evaluation must be sensitive to the total environment of the energy outreach program; information for evaluation must be collected from both program clients and the organizations delivering services to them; the evaluation must involve several levels of analysis; the evaluation must be sensitive to realistic expectations over the evaluation period; and the evaluation must consider "secondary impacts" of the program which may not be directly related to energy outreach. In addition, the data summary presented by the evaluation should be clear and objective to allow policy makers to apply their own value systems in deciding the ultimate worth of a program.

Four major steps have been taken to improve coordination of Federal energy outreach programs. First, the creation of DOE brought together under one organizational roof many outreach activities that previously were scattered among a number of Federal agencies. Second, the preparation of last year's CPP allowed managers of Federal energy outreach programs to establish better communication and coordination links. Third, with its emphasis on conservation and the use of renewable fuels, the NEA has helped to provide the direction Congress noted as lacking from Federal energy outreach programs. Finally, the recently-announced organizational structure for DOE's Conservation and Solar Applications programs brings together in one office a number of the DOE energy outreach activities. This will further facilitate coordination among them.

Over the next year the plan for increased coordination of outreach programs includes: consolidating appropriate programs, such as DOE's grants to States for outreach purposes; maintaining and expanding an effective technical assistance network; creating task forces where appropriate for policy development, planning, and coordination among programs; and operating information-sharing groups of managers of Federal energy outreach and related programs.

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INTRODUCTION

The recently enacted National Energy Act emphasizes the Nation's commitment to energy conservation and to the use of renewable fuels. If we are to reduce the rate at which we consume scarce oil and gas, we must intensify our efforts at conservation and develop alternate sources of energy. The initiatives of millions of individual Americans will play a major role in determining the success or failure of any conservation efforts.

A major purpose of Federally funded energy education, extension, and information--or "outreach"--programs is to provide individual Americans with the capability they need to adopt energy-saving measures. Outreach programs provide information and technical assistance that are tailored to communicate the importance of changes in energy consumption patterns; the energy-efficiency and renewable fuel options available; and the associated short- and long-term cost savings. The existence of these outreach programs represents the Federal Government's recognition of the collective role that the Government and the American people must play in reducing our dependence on non-renewable fuels.

Thirteen Federal departments and agencies have reported 68 programs dedicated in whole or in part to energy outreach activities.* As described more fully in Chapter 1, these programs provide a multitude of services regarding energy conservation and the use of renewable fuels to a wide range of target audiences.**

When enacting the National Energy Extension Service Act of 1977 (NEESA) Congress expressed concern about the coordination and direction of the many Federal energy outreach programs. In particular, Congress was concerned that a lack of coordination and planning could result in a duplication of effort, limited cohesiveness, and potentially conflicting program goals and activities.

To improve the coordination of energy outreach programs and provide a formal planning mechanism, Congress directed in NEESA that the Energy Research and Development Administration--now part of the Department of Energy (DOE)--prepare and annually revise a Comprehensive Program and

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* The energy outreach activities surveyed in this report are those which are informational or educational in nature, or which provide technical assistance to consumers. Activities concerned, for example, with providing financial assistance through energy-related loans, or through purchasing and installing weatherization materials in low income dwellings, are outside the informational, educational, and technical assistance scope. Also outside this outreach scope are research, development, and demonstration programs aimed at developing or testing new energy technologies.

** For the purposes of this report, "renewable fuels" include the conversion of solar, wind, wood, and geothermal power into usable energy sources.

Plan for Federal Energy Education, Extension and Information Activities (CPP). The first annual CPP was submitted to Congress in February 1978. This report is the second annual CPP. Both reports are limited to domestic Federal energy outreach programs that pertain to energy conservation and the use of renewable fuels.

NEESA directs that the CPP include at least seven elements relating to Federal energy eduction, extension and information activities.* Each of these elements is addressed in this CPP as follows:

(1) Specific delineation of responsibility of each participating Federal agency in the conduct of these activities

-- See Chapter 1 and Appendix A

(2) Mechanisms established to coordinate these activities

-- See Chapter 3 and Appendix B

(3) A detailed summary of all related Federal programs under other law, including program descriptions, types of delivery mechanisms, budget, and objectives

-- See Appendix A

(4) Procedures for defining and measuring the effectiveness, in terms of increased energy efficiency, fuel savings, adoption of new energy technologies, and other appropriate criteria, of these activities

-- See Chapter 2

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*Appendix C contains Section 508 of NEESA in which these seven elements are noted.

(5) An assessment of other existing Federal assistance and incentives, other than public education, extension, and outreach programs, and their relation to such programs, in achieving the objective of NEESA

-- See Chapter 2

(6) Procedures to minimize conflict with existing services in the private sector of the economy which are similar to those under NEESA and other law

-- See Chapter 2

(7) A comprehensive and integrated plan taking into account elements (1) through (6) above

-- See Chapter 3

CHAPTER 1

SUMMARY OF FEDERAL ENERGY EDUCATION, EXTENSION AND INFORMATION ACTIVITIES

In order to discuss program coordination meaningfully, it is first necessary to identify the existing Federal education, extension and information--or "outreach"--programs relating to energy conservation and the use of renewable resources. This inventory, which updates that in the first Comprehensive Program and Plan (CPP), was conducted with the participation of representatives of the Department of Energy (DOE) and 15 other Federal departments and agencies.

This chapter provides an overview of the energy outreach programs identified. The detailed information required by NEESA on each program's objectives, description, delivery mechanisms, and budget is given in Appendix A.

For the second CPP, a total of 68 energy outreach programs were reported by 13 agencies, compared to 63 in the first report. The increase in the number of programs is due primarily to the inclusion of outreach activities mandated by the recently enacted National Energy Act (NEA). Approximately 52 percent of the programs reported this year are managed by the Department of Energy, 18 percent by the Department of Commerce and the Tennessee Valley Authority, and the remaining number are managed by 10 other Federal departments and agencies.

In approximately 54 percent of the programs, energy outreach is only one function or goal of a multi-faceted program. In about 16 percent of the programs, energy is not even the major focus. For example, although the Department of Commerce's Technical Assistance program provides services relating to energy conservation, its primary objective is to stimulate economic growth in economically depressed areas. When uncertainties existed about the energy outreach services offered by a particular program, department and agency representatives were consulted. A liberal inclusion policy was followed in order to provide a more comprehensive summary of outreach activities.*

With many of the multi-faceted programs, only rough estimates could be provided of the percentage of the total program budget that is devoted to energy outreach. By compiling the estimates provided by department and agency representatives, a total outreach budget has been developed for the identified programs.** In FY 1978, a total of about $60 million was available for energy outreach activities. About $190 million is available in FY 1979 for these activities. The large increase in FY

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* A number of Federal departments and agencies, such as the Department of Defense and the General Services Administration, conduct programs to increase the energy efficiency of Federal facilities, operations and procurement practices. Since such programs are not directly concerned with encouraging the public to adopt energy-saving measures, they are omitted from this report.

**Again, these figures refer only to the informational, educational and technical assistance components of the programs surveyed.

1979 is due mainly to the NEA outreach programs for schools, hospitals, local governments, and public care buildings. Of the total outreach budgets, approximately $34 million and $155 million in FY 1978 and FY 1979, respectively, are attributed to the many programs throughout DOE; $9 million and $11 million to the Department of Commerce; $5 million and $7 million to the Community Services Administration; with the remainder to the other 10 agencies.*

Description of the Programs

The energy outreach programs surveyed provide a multitude of services to the energy-consuming public, and address a wide range of program objectives and audiences. Because the majority of the programs provide more than one service and have multiple objectives and target audiences, meaningful separation into mutually exclusive categories for analysis is precluded. The exhibit at the end of this chapter highlights in matrix form the multiple services, objectives, and audiences addressed by each program identified.

References in the following sections pertain to the number of programs addressing various services, objectives, and target audiences, rather than to the dollars spent. Because of the multi-purpose nature of the programs, it is not possible to estimate realistically the total amount of Federal funds devoted to particular types of services, program objectives, or target audiences.

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*For FY 1978 and FY 1979, 9 programs could provide no energy outreach budget estimates due to the high degree of integration of these activities into the overall program. Therefore, the budget estimates given do not reflect funds for these programs.

Services. The services provided by energy outreach programs range from disseminating printed material to providing direct technical assistance. Almost all department and agency representatives report that printed materials, audiovisual presentations, or exhibits are provided for their audiences. In addition to furnishing information through various media, two-thirds of the programs surveyed sponsor workshops, conferences, seminars, and training programs for their audiences. Approximately 28 percent of the energy outreach programs also offer direct technical assistance to consumers, which ranges from face-to-face technical assistance to energy audits.

Objectives. Almost all the energy outreach programs identified have one or more of the following objectives: encouraging the adoption of building or transportation design modifications to increase energy efficiency; changing personal energy consumption patterns; encouraging the use of renewable resources as opposed to scarce fuels; and assuring that the public and members of various groups have the necessary knowledge and skills to deal with energy issues and policies as they affect their lives. Over one-half of the programs surveyed are concerned with improving efficiency through encouraging consumer adoption of design changes (i.e. through promoting energy-efficient building, equipment, vehicle, and product designs). Examples of design modifications which consumers can use to increase energy efficiency include insulating homes, installing heat pumps, and utilizing waste heat recovery systems.

Promoting the use of carpools and smaller cars, and the reduction of hot water wasted in the home, are examples of the ways energy outreach programs encourage changes in personal energy use. Nearly all the programs surveyed address this objective. About one-half of the energy outreach programs encourage the adoption of renewable resource technologies. They do so by, for example, advocating the installation of solar water heaters and of wind and geothermal electricity generators, and by promoting the use of wastes as fuel.

It should also be noted that some energy education programs take no advocacy position with regard to specific changes in energy consumption patterns or in resource use. Typical of such programs is DOE's Faculty Development Program, which supports the training of high school teachers in energy issues.

Audiences. As last year, businesses, homeowners, and state and local governments are among the audiences most frequently contacted by the energy outreach programs surveyed. The general public also is addressed frequently, with programs providing information about energy-saving products and services, and about energy conservation methods. DOE's

Trade Shows/Conferences program, for example, distributes publications, film shows, and displays, and conducts conferences and symposiums, for technology transfer to the general public.

Health and educational institutions are receiving increased attention, particularly through the Schools and Hospitals Program authorized by the NEA. Other target audiences include community and non-profit groups; trade and professional groups; teachers and students; and the agricultural community.

In summary, a substantial number of Federal energy outreach programs are encouraging the adoption of energy-saving measures, including the use of renewable fuels. The majority of these programs are conducted by DOE. However, the number of programs sponsored by other Federal departments and agencies indicates the pervasive nature of energy considerations to other Federal efforts.

In terms of substance, a wide variety of energy education, extension and information activities is offered. As noted in last year's CPP, the pattern is one of continuing generalized information dissemination activities. At the same time, there is increased movement, such as in the NEA, toward the creation and maintenance of outreach programs specifically tailored to the needs of particular target audiences.

Exhibit 1: Audiences, Objectives and Services Addressed by Federal Energy Outreach Programs

	Audiences										Objectives				Services						
Agency/Program	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Development of Energy Policy Analysis Skills	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
ACTION																					
DOMESTIC OPERATIONS																					
• **Volunteers in Service to America**									●		●	●						●			
• **Retired Senior Volunteer Program**									●			●					●	●	●	●	
OFFICE OF POLICY AND PLANNING																					
• **Energy Conservation**			●				●		●	●	●	●	●		●	●	●	●	●	●	●
DEPARTMENT OF AGRICULTURE																					
SCIENCE AND EDUCATION ADMINISTRATION–EXTENSION																					
• **Cooperative Extension Service**	●	●			●				●	●	●	●	●		●	●		●	●		
DEPARTMENT OF COMMERCE																					
ECONOMIC DEVELOPMENT ADMINISTRATION																					
• **Professional Services Program**							●						●					●			
• **Technical Assistance**							●		●		●				●				●		●
• **University Center Program**				●							●	●	●		●					●	
INDUSTRY AND TRADE ADMINISTRATION																					
• **Energy Conservation Outreach and Promotion**				●								●			●			●			
MARITIME ADMINISTRATION																					
• **Maritime Industry Associations Conservation Programs**				●							●	●			●			●		●	
• **Maritime Training Advisory Board**				●				●			●	●			●		●				
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION																					
• **National Sea Grant College Program**	●		●	●	●	●	●	●	●		●	●			●	●	●	●	●	●	●

Exhibit 1 (Continued)

Agency/Program	Audiences										Objectives				Services						
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Development of Energy Policy Analysis Skills	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
COMMUNITY SERVICES ADMINISTRATION																					
OFFICE OF COMMUNITY ACTION, ENERGY DIVISION																					
• Consumer Protection and Education	●		●						●		●	●	●		●	●	●	●			
• Emergency Energy Conservation Services	●	●						●	●	●	●	●	●		●	●		●	●		●
• Legal Advocacy Program	●	●							●		●	●	●		●	●		●			●
DEPARTMENT OF ENERGY																					
CONSERVATION AND SOLAR APPLICATIONS																					
• Project Conserve		●					●				●	●			●						
• Project Payback		●										●			●						
• Residential Conservation Service Program		●									●	●	●							●	
• Technology and Information Transfer Program				●	●	●						●	●		●	●		●		●	
• Energy Analysis and Diagnostic Centers				●	●	●						●			●				●		
• Energy Efficiency Sharing				●	●	●						●			●			●		●	
• International Technology Sharing				●	●	●					●	●			●						
• Publications/Audiovisual				●	●	●		●	●		●	●			●	●					
• Trade Shows/Conferences	●			●	●	●						●			●	●		●	●		
• Voluntary Industrial Energy Conservation Programs				●	●	●						●			●			●			
• Workshops/Seminars				●	●	●	●	●			●	●	●		●			●			
• Energy Partnership for American Cities				●	●						●	●			●			●		●	
• Small Business Energy Cost Reduction Program				●	●	●					●	●			●			●		●	
• Solar Development and Training Program	●	●	●	●	●	●			●	●	●	●	●		●	●	●	●		●	
• State Energy Conservation Program	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●
• Local Government and Public Care Buildings							●	●	●		●	●	●		●			●		●	●

Exhibit 1 (Continued)

Agency/Program	Audiences: General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Objectives: Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Development of Energy Policy Analysis Skills	Services: Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
DEPARTMENT OF ENERGY (Cont'd)																					
• Schools and Hospitals Program			●				●	●	●		●	●	●		●			●		●	●
• Car and Driver Fuel Economy Program	●		●	●			●		●			●			●	●	●		●		
• Electric Vehicle Demonstration Program				●		●					●								●		
• Fuel Economy Information Program	●											●			●						
• Ridesharing Technical Assistance						●			●			●			●	●		●			
• Voluntary Truck/Bus Fuel Economy Program				●	●	●		●				●			●	●		●			
• Energy Extension Service	●	●	●		●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●
ENERGY TECHNOLOGY																					
• Geothermal Energy Information Program	●			●	●	●	●		●	●			●		●	●		●			
INTERGOVERNMENTAL AND INSTITUTIONAL RELATIONS																					
• Citizen Participation	●								●		●	●	●		●	●		●			
• Consumer Impact		●							●		●	●	●		●			●			
• Faculty Development Program			●									●	●	●	●		●	●			●
• Materials Development Program			●									●	●	●	●		●				
• Public Programs	●								●			●	●	●	●			●			●
• Audiovisual Branch	●											●	●			●					
• Exhibits Branch	●	●		●	●	●						●	●		●	●		●			
• Press Services Program	●											●	●			●					
• Publications Branch	●											●	●		●	●					
• Special Programs	●	●	●	●		●	●		●		●	●	●		●	●		●	●		
• Technical Information Program	●			●	●	●	●	●		●	●	●	●		●	●		●			

Exhibit 1 (Continued)

Agency/Program	Audiences										Objectives				Services						
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Development of Energy Policy Analysis Skills	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
ENVIRONMENTAL PROTECTION AGENCY																					
OFFICE OF RESEARCH AND DEVELOPMENT																					
● **Environmental Aspects of Industrial Energy Conservation Methods**				●			●				●	●	●		●			●			●
● **Waste as Fuel**				●			●		●			●	●		●			●	●		●
OFFICE OF SOLID WASTE																					
● **Resource Recovery Project Development Grants**							●		●		●	●	●		●						●
DEPT. OF HEALTH, EDUCATION, AND WELFARE																					
ADMINISTRATION ON AGING																					
● **Older Americans Act Programs, Program on Aging**		●					●		●			●			●						●
HEALTH RESOURCES ADMINISTRATION																					
● **Energy Policy and Programs**								●	●		●	●	●		●	●		●	●		
OFFICE OF EDUCATION																					
● **Energy and Education Action Center**			●			●		●	●			●			●	●	●	●			
OFFICE OF FACILITIES ENGINEERING																					
● **Energy Conservation in Facilities**							●	●			●	●	●							●	
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT																					
OFFICE OF POLICY DEVELOPMENT AND RESEARCH																					
● **Product Dissemination and Transfer**	●	●				●	●		●			●			●	●					
● **Solar Heating and Cooling Demonstration Program**	●	●		●		●			●				●		●	●			●		

Exhibit 1 (Continued)

Agency/Program	Audiences										Objectives				Services						
	General Public	Homeowners	Teachers and/or Students	Business and Industry (General)	Small Commercial and Industrial Firms	Trade & Professional Groups	Government	Health, Education or Research Institutions	Community and Other Non-Profit Groups	Agriculture	Modification in Structure & Design	Changes in Energy Use Habits	Use of Renewable Fuels	Development of Energy Policy Analysis Skills	Publications and Materials	Exhibits and Audiovisual Displays	Curriculum Development	Workshops, Seminars and Conferences	Demonstrations	Audits and Walkthrough	Grants
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (NASA)																					
OFFICE OF SPACE AND TERRESTRIAL APPLICATIONS																					
• Technology Transfer Program	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•		•	•		
NATIONAL SCIENCE FOUNDATION																					
INTERGOVERNMENTAL SCIENCE AND PUBLIC TECHNOLOGY																					
• Intergovernmental Programs						•	•	•			•	•	•		•			•		•	•
SMALL BUSINESS ADMINISTRATION																					
OFFICE OF MANAGEMENT INFORMATION AND TRAINING																					
• Small Business Training Program					•							•			•			•			
TECHNOLOGY ASSISTANCE DIVISION																					
• Technology Assistance Program					•						•	•			•						
TENNESSEE VALLEY AUTHORITY																					
OFFICE OF POWER																					
• Certified Electric Heat Pump Installation Program	•	•	•	•		•			•		•		•		•	•		•	•		
• Consumers Communications Service for Distributors of TVA Power	•	•	•	•								•			•	•		•	•		
• End-Use Electric Energy Management Program	•	•	•	•	•			•	•			•			•	•		•			
• The Super Saver Electric Home Program	•	•	•			•			•		•				•	•		•	•	•	
• TVA's Home Insulation Program	•	•									•	•								•	
DEPARTMENT OF TRANSPORTATION																					
OFFICE OF INTERGOVERNMENTAL AFFAIRS																					
• Technology and Knowledge Sharing	•			•			•		•			•			•			•			

CHAPTER 2

CONSIDERATIONS IMPORTANT TO ENERGY OUTREACH PROGRAM EFFECTIVENESS

This chapter addresses (1) procedures for minimizing potential conflict of Federal energy eduction, extension and information activities with those offered by the private sector, (2) the relationship of these activities to other Federal assistance and incentive programs, and (3) procedures for evaluating the effectiveness of Federal energy education, extension and information efforts.

Procedures to Minimize Potential Conflict with Similar Services Provided by the Private Sector

In last year's report, the managers of Federal outreach programs stressed that encouraging the adoption of conservation measures and of renewable fuels requires the active participation and support of both the Government and the private sector. The program managers emphasized the need for effective communication in outreach efforts between the Federal government and the private sector--enabling personnel to increase their knowledge of each other's activities, fostering mutual trust, and building the credibility of their respective energy outreach activities. Three important communication procedures were suggested as ways to minimize potential conflict with the private sector:

- Encouraging private sector participation in Federal government program design
- Maintaining an "open-door" policy--alerting the private sector in advance to important program developments
- Developing formal feedback mechanisms to insure that the private sector has the opportunity to react to Federal initiatives and program performance

At the same time, the program managers observed that there is no single model for effective communication with the private sector; the choice of specific procedures depends on the programs themselves, the participants, and the particular situation.

In the past year, two additional approaches have emerged to minimize conflict with the private sector. One is to assign the private sector a distinct role in encouraging energy conservation. The second is to increase Federal government sensitivity to not competing with private sector initiatives.

The enactment of the National Energy Conservation Policy Act of 1978, as a part of the National Energy Act (NEA), takes a major step in recognizing the key role that electric and gas utility companies can play in energy conservation and solar outreach. Under the Residential Conservation Service Program, electric and gas utilities would provide services to make it easier for residential customers to take energy conservation and solar actions. On request, the utilities would inform consumers of suggested conservation and solar energy measures, and furnish estimates of the energy savings and costs of these measures. These measures include insulation, storm windows and doors, caulking and weatherstripping, replacement furnaces, furnace efficiency modifications, clock thermostats, solar hot water heaters, and solar heating and air conditioning systems.

As both the Federal government and the private sector increase energy outreach activities, Federal program managers must ensure that their activities do not compete with private sector initiatives. One possible procedure is to work with private sector representatives to identify issues and possible solutions. The Energy Extension Service (EES), for example, will at least once a year publish a notice of inquiry in the Federal Register to solicit comments regarding minimizing potential conflict between EES and related private sector services. After receiving the comments, DOE will hold a public meeting to discuss them.

In sum, positive energy conservation results require a cooperative Government-private sector effort. This effort is required to increase communication, to articulate roles for both the Federal government and the private sector, and to assure that Federal efforts support--rather than compete with--private sector initiatives.

Relationship to Other Federal Energy-Related Assistance and Incentive Programs

For the purpose of this report, "other Federal assistance and incentives" include: (1) programs whose primary goal is to enable consumers to overcome financial barriers or to encourage the adoption of energy-efficient or renewable fuel technologies by creating economic incentives or providing direct financial assistance; (2) programs which consist of pricing policies, negative or positive tax incentives, and loans and grants; and (3) programs which sponsor research and development of energy technologies appropriate for local economic and social conditions. In terms of their relationship to federal energy outreach programs, these forms of assistance and incentives may motivate and/or facilitate energy conservation. To the extent that assistance and incentives are effective, they complement the work of Federal energy outreach programs by encouraging consumers to seek program services or by enabling them to implement recommended conservation techniques.

The effectiveness of energy outreach activities is expected to be increased significantly by programs recently enacted as part of the NEA. NEA assistance and incentive programs particularly related to energy outreach are highlighted below under the following categories:

- Loans, grants, and demonstrations
- Appliance efficiency standards

- Taxes and tax credits
- Public utility regulatory policies

Loans, Grants, and Demonstrations. The National Energy Conservation Policy Act of 1978 (NECPA) contains various conservation-related grant programs. The Schools and Hospitals Program authorizes $900 million in grants over three years. In addition to energy audits, these grants will help schools and hospitals pay for the installation of energy conservation and solar energy measures. The weatherization program for low-income families under NECPA provides grants to purchase or install weatherization materials in dwelling units occupied by low-income families. NECPA also offers grants to States by extending authorization for the State Energy Conservation Program through fiscal year 1979. To be eligible for funds under this program, States are required to undertake specific conservation measures. These measures include: instituting programs to promote carpools and vanpools; establishing insulation standards for new and renovated buildings; requiring lighting efficiency standards in non-Federal public buildings; requiring energy-related procurement standards for State and local governments; and enacting a right turn-on-red traffic law.

In addition to furnishing grants, NECPA also authorizes various conservation-related loans. The Solar Energy Loan Program may provide loans of up to $8,000 to homeowners and builders for the purchase and installation of solar heating and cooling equipment in residential units. The Energy Conservation Loan Program may provide reduced interest loans of up to $2,500 for low and moderate income families, and general standby financing authority to support the secondary market for energy-related home improvement loans.

In addition to grants under NEA, DOE's Appropriate Technology Program offers small grants (not to exceed $60,000 per project) to individuals, local non-profit organizations and institutions, State and local agencies, Indian tribes, and small businesses. The purpose of these grants is to develop energy-related appropriate technologies which are small in scale, energy-efficient, simple to operate and maintain, environmentally sound, and consistent with local needs. This program can complement energy outreach activities, since information about the appropriate technologies developed can be distributed through outreach program services to end-use consumers.

Appliance Efficiency Standards. NECPA requires that DOE establish energy efficiency standards for 13 categories of appliances. The covered appliances include refrigerators, freezers, dishwashers, clothes dryers, water heaters, room air conditioners, home heating equipment, television sets, kitchen ranges and ovens, clothes washers, humidifiers and dehumidifiers, and central air conditioners. NECPA also authorizes DOE to expand the list to cover other major appliances.

Taxes and Tax Credits. To encourage energy conservation, the NEA also provides various tax incentives. These incentives, which are incorporated in the Energy Tax Act portion of the NEA, include a nonrefundable income tax credit (up to a maximum of $300) for residential insulation and conservation measures, and a similar tax credit (up to a maximum of $2,200) for the residential installation of solar or wind equipment. The Energy Tax Act further stipulates that vanpool services furnished by the employer will not be considered income to the employee. This provision removes a potential obstacle to increased use of vanpooling.

In addition to incentives for the consumer, the Energy Tax Act offers tax credits for investment by businesses. It provides a bonus ten percent investment tax credit for investment in the following items: "alternative energy property," such as boilers for coal or an alternative fuel; heat-efficiency equipment; waste recycling equipment; and equipment which uses renewable energy for heating or cooling. The Act exempts gasohol (fuel containing at least 10 percent alcohol produced from agricultural products or waste) from the 4-cent Federal excise tax on gasoline. The Energy Tax Act also includes negative tax incentives. The investment tax credit and the option of accelerated depreciation are denied for the use of new gas and oil boilers. In addition, beginning with the 1980 model year, manufacturers must pay a graduated excise tax if they sell or lease gas-guzzling cars whose mileage levels fall substantially below those mandated by Federal standards.

__Public Utility Regulatory Policies__. The Public Utility Regulatory Policies Act attempts to structure retail rates charged by utilities in a way that encourages conservation of energy, efficient use of facilities and resources, and equitable costs to electric and natural gas consumers. The Utility Act sets forth eleven standards--such as time-of-day-rates, seasonal rates, cost of service pricing, and interruptible rates--for rate design and other utility practices. Although state regulatory authorities and nonregulated utilities are not required to implement these standards, they are required to "consider" them within prescribed periods. All such regulatory bodies are eligible to apply to DOE for financial assistance to meet these requirements of the Utility Act.

In addition to these provisions, the Public Utility Regulatory Policies Act also authorizes $5 million in fiscal year 1978 and $10 million in fiscal years 1979 and 1980 to State offices of consumer services. The authorization applies to offices which are operated independently of any utility regulatory commission, and which assist consumers in the presentation of their positions on electric issues before utility regulatory commissions.

Procedures for Evaluating Energy Outreach Program Effectiveness

Last year's CPP highlighted four conclusions about evaluating energy outreach program effectiveness:

- Evaluation designs should be tailored to a particular program's purposes, characteristics, and available resources--there is no single evaluation model
- Evaluation designs should be formulated at the same time as the energy outreach program design, and evaluation should be a continuous activity
- Evaluation should concentrate on both success measures and lessons learned for program improvement
- Evaluation resources are most efficiently used when energy outreach program managers share with each other the lessons learned in their respective programs

In the past year a detailed methodology incorporating these conclusions has been developed for evaluating one energy outreach program, the Energy Extension Service (EES).* While the evaluation design is, of course, tailored to the specific purposes, characteristics, and available resources of EES, aspects of this evaluation methodology have implications not only for other DOE outreach programs but also for those of other Federal agencies.

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*For further details on the EES evaluation methodology, see U.S. Department of Energy, The Energy Extension Service Evaluation: A Summary of the Analysis Plan, HCP/U2671-01, October 1978.

The EES evaluation design focuses on the collection and analysis of data that will permit conclusions regarding the types of EES programs and approaches that work best, and why. The evaluation involves three levels of success measurement. These levels are subsequently related to a number of causative factors to explain why one type of program was more successful than another.

Evaluating EES program success involves measuring the degree of client response to the services offered, the impact of the services on the client, and the amount of the energy saved as a result of client action. The evaluation also assesses the cost-effectiveness associated with each of the levels of success. After evaluating the degree of success of various EES program approaches and their cost-effectiveness, the next step is to seek to explain why one program is more successful than another. From this explanation, lessons can be drawn which will prove valuable to the future conduct of energy outreach programs. Factors that will be analyzed to explain EES program success include:

- Client characteristics (e.g., types, age, income, and type of residence)
- Environmental factors (e.g., energy price patterns in individual states, weather patterns, heating and cooling requirements, energy supply characteristics, and consumer awareness of energy problems)

- State EES institutional factors (e.g., type of management and service delivery organization, budgets, organizational experience, methods, and content of service delivery)

The development of the EES evaluation design leads to several conclusions (in addition to those highlighted in last year's CPP) that have implications for the evaluation of other energy outreach programs.

First, the evaluation must be sensitive to the total environment of the energy outreach program. Clearly, target audiences of one program are exposed to many other influences that may affect their energy knowledge, attitude, behavior, or action.* To try to isolate the influence of a particular program, the evaluation must involve:

- Surveying both client and non-client groups
- Asking those surveyed what caused them to act
- Addressing at least the environmental factors described above

Second, information for evaluation must be collected from both program clients and the organizations delivering services to them. One cannot explain why some programs are successful and why some are not unless the perspectives of both groups are considered. Surveys and analyses of voluntary client response postcards may be used to obtain information from clients. Periodic, structured interviews with personnel at all levels in the delivery organization also may be necessary.

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*See U.S. Department of Energy, Some Perspectives on Energy Conservation Outreach Programs, DOE/IR-0034, October 1978. This report examines the full range of energy outreach activities (and their budgets) operating in the 10 EES Pilot States, and serves as an important baseline for the evaluation.

Third, the evaluation must involve several levels of analysis. Measures of program success need to account for a variety of possible outcomes, ranging from the straightforward delivery of services to the amount of energy saved. The use of different levels of analysis is necessary to paint a realistic picture of what was accomplished, at what cost, and in what time frame.

Fourth, the evaluation must be sensitive to realistic expectations over the evaluation period. It takes time to see clear, measurable results and to project reliable trends. Different types of success measures will help policy makers take these factors into account.

Fifth, the evaluation must also consider "secondary impacts" of the program which may not be directly related to energy outreach. Depending on the program, lessons might be learned about Federal/State relationships in grant programs and about Government/client trust and credibility. Furthermore, new professional and organizational capabilities at the State or other levels might be developed which could serve other program areas as well.

Finally, although it may provide conclusions and recommendations, the data summary presented by the evaluation should be clear and objective. Data summaries should allow policy makers to apply their own value systems in deciding the ultimate worth of a program.

CHAPTER 3

PLAN FOR INCREASED COORDINATION OF FEDERAL ENERGY EDUCATION, EXTENSION AND INFORMATION ACTIVITIES

The genesis of the requirement for this report was a Congressional concern, expressed in 1976, about the large number of Federal energy education, extension and information activities "which appear to be uncoordinated and proceeding without any established direction."* This report presents a plan of action for the coming year through which increased coordination will be sought.

In terms of history, four major steps already have been taken. The first step was the creation of the Department of Energy in October, 1977. DOE brought together under one organizational roof 33 energy outreach programs which previously were scattered among a numer of Federal agencies. In FY 1978 the DOE programs accounted for over one-half of the total Federal energy outreach budget. This shift is significant because the ability to increase coordination and to take unified, non-duplicative action is enhanced when programs are sponsored by the same department or agency.

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* U.S. House of Representatives, "National Energy Extension Service Act of 1976," Report no. 94-1348, p. 32.

The second major step was last year's CPP, which provided the first comprehensive inventory of Federal energy outreach programs. A major benefit of the report was that energy outreach program managers could more easily identify their counterparts in a number of programs and establish improved communication and coordination links. The inventory of outreach programs is updated in Appendix A of this report.

The third major step was the enactment by Congress of the National Energy Act (NEA) in 1978. The NEA not only includes specific programs, but also provides an organizing focus for energy policy and planning. With its emphasis on conservation and the use of renewable fuels, the NEA takes a major step toward providing the "direction" Congress noted in 1976 as absent from energy outreach programs.

The fourth major step was the recently-announced organizational structure for DOE's Conservation and Solar Applications programs. Consolidation in a single office of responsibility for two-thirds of DOE's energy outreach activities will facilitate improved coordination among them.

Over the next year, the plan for increased coordination of energy outreach programs includes four elements:

- Consolidating appropriate programs
- Maintaining and expanding an effective technical assistance network

- Creating appropriate task forces
- Operating information-sharing and coordinating groups comprised of the managers of Federal energy outreach and related programs

Each of the four elements for increased coordination is discussed below.

Consolidation of Appropriate Programs

Today, States are the implementers of a growing number of Federally funded outreach and assistance programs, including the basic State Energy Conservation Program (SECP), the supplemental SECP (SSECP), the Energy Extension Service (EES), the Schools and Hospitals Program, the Local Government and Public Care Buildings Program, and the Residential Conservation Service Program.

Most of the State-implemented outreach programs take the form of fairly narrow categorical grants for separate energy functions. DOE proposes to make Federal energy grant programs to the States more efficient and effective by integrating the administrative requirements for these programs and specifying that the programs be planned and implemented as an integral part of each State's overall energy program.

Within the coming year, the Administration plans to submit to Congress a bill which would effect this consolidation. The bill would, if enacted, improve the coordination of Federal energy conservation education, extension and information activities by:

- Consolidating the existing SECP, SSECP, and EES programs into a single "core grant program"
- Adding funds for States to plan and manage the growing number of energy activities implemented by them and to take new initiatives such as supply development and energy emergency plans
- Permitting the States to use consolidated applications for all DOE energy grant programs in which a State seeks to participate

Maintaining and Expanding an Effective Technical Assistance Network

Over the next year, DOE plans to further synthesize and improve the technical assistance network that has been developed and tested as part of the EES pilot program. This network, although primarily focused on meeting the technical assistance needs of the States, also serves to improve coordination and to reduce non-productive duplication of effort between energy outreach programs at the Federal level. A study will be completed by the end of February 1979 that will include recommendations as to how DOE can encourage effective networking.

Early in 1979, DOE will issue an *Energy-Related Technical Assistance Guide*. This document, to be updated periodically, will provide information on Federal and State sources of technical assistance and materials pertinent to programs designed to encourage conservation and the use of renewable resources. In addition to furnishing a useful reference for those seeking specific sources of technical assistance, the Guide provides a basis for improving communication among appropriate technical program officials. It thus reduces overlapping efforts both at the Federal and State levels.

DOE Energy Communications Task Force

The Secretary of the Department of Energy has established a DOE Energy Communications Task Force. The Task Force, headed by the Assistant Secretary for Conservation and Solar Applications, has as its purposes:

- To assure that DOE public awareness activities are coordinated
- To act as a clearinghouse for proposals from the public
- To serve as a policy and planning unit for all future public awareness activities

Task Force meetings were initiated in December 1978, and one meeting will be devoted to hearing from persons who represent the constituents of DOE communications programs--public interest groups, business, industry, labor, academia, government, and the financial community.

Results of the task force are expected to be a DOE communications coordination system, public awareness policies, and a comprehensive communications plan.

In addition to the activities of this task force, over the next year DOE expects to establish department-wide procedures for coordinating publications, conferences, and audiovisual displays and exhibits.

Information Sharing and Coordinating Groups

Two coordinating groups have been established for the EES program, with the indirect result that members have come to know each other and to establish relationships among themselves independently of EES. The EES Interagency Coordinating Group includes representatives of sixteen Federal agencies with an interest in energy outreach programs. The EES Intra-DOE Coordinating Group consists of representative members of other energy outreach and related programs within the Department.

In the coming year, these two groups will continue to play an important role in facilitating coordination and cooperation among energy outreach program managers. Members of these groups are expected to remain primary contributors to the preparation of annual revisions to this report, and to the technical assistance network described above. In the next year, increased emphasis is expected to be placed on using these groups to share information and experiences regarding the evaluation of energy outreach programs and their interactions with the private sector.

In addition to these two coordinating groups, the following mechanisms also are expected to continue to contribute to increased coordination of Federal energy outreach programs:

- The Federal Interagency Committee on Education (FICE), which was created by a 1964 Executive Order to coordinate Federal education activities

- A Memorandum of Understanding (MOU) between DOE and the Department of Agriculture (USDA), which has created the DOE/USDA Working Group on Extension and Outreach to coordinate the programs of the two agencies in these areas
- A MOU between DOE and the Department of Transportation on transportation energy conservation
- A MOU between DOE and the Department of Housing and Urban Development regarding residential solar demonstration

In conclusion, in the past year Federal agencies have made progress in achieving further coordination of energy outreach activities. The plan for the coming year--involving a four-faceted approach of appropriate program consolidation, an effective technical assistance network, task force review, and coordinating groups--can be expected to increase substantially this coordination and to build the base for an effective and integrated Federal energy outreach program.

APPENDIX A:

Federal Energy Education, Extension and Information Activities

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This appendix provides detailed information about each of the Federal energy outreach programs surveyed. Included for each program are objectives, an overall description, target audiences, service delivery mechanisms, FY 1978 and FY 1979 budget appropriations, and the name of a person who can be contacted for additional information. The program descriptions appear in this Appendix in the same order as in the exhibit included in Chapter 1. Unless otherwise indicated, the budget figures do not include Federal personnel costs, and refer to appropriations rather than to budget outlays.

AGENCY: ACTION

PROGRAM OFFICE: Domestic Operations VISTA/ACTION Education Programs

PROGRAM NAME: Volunteers in Service to America (VISTA)

CONTACT: Margery Tabanken Tel: (202) 254-7376
Director, VISTA and ACTION Education Programs
806 Connecticut Avenue, N.W., Room 1100
Washington, D.C. 20525

OBJECTIVES:

- To strengthen and supplement efforts to eliminate poverty and poverty-related problems in the United States by encouraging and enabling voluntary service that aids in the reduction of poverty

DESCRIPTION OF PROGRAM:

- Encourages people to perform meaningful and constructive volunteer service in agencies and institutions for the benefit of the poor
- Provides energy conservation services through volunteers who assist in winterization and insulation, in education efforts to teach energy-saving methods, in job training and placement with solar construction, in greenhouse cooperatives, and in legal areas concerning utility rates and pollution standards
- Incorporates participation of low-income persons in decision-making process, as well as in implementation of projects

TARGET AUDIENCE:

- Low-income persons

DELIVERY MECHANISMS:

- VISTA provides nationally and locally recruited volunteers through its grant mechanism
- Volunteers, who are full-time, serve one-year terms in public or private non-profit organizations
- ACTION State Offices assist potential sponsors in the development and maintenance of VISTA projects

EVALUATION:

- A full program evaluation for VISTA was completed in March 1978. Evaluations of many individual VISTA programs and projects have also been completed and are available

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$22,852,000	$457,040
FY 79	$30,022,000	$600,440 (est.)

AGENCY: ACTION

PROGRAM OFFICE: Older Americans Volunteer Program (OAVP)

PROGRAM NAME: Retired Senior Volunteer Program (RSVP)

CONTACT: Helen Kelly Tel: (202) 254-7310
Director, Older American Volunteer Programs
ACTION, Room 1006
806 Connecticut Avenue, N.W.
Washington, D.C. 20525

OBJECTIVES:

- To create meaningful opportunities for persons age 60 and over to participate more fully in the life of their communities or nearby communities through volunteer service

DESCRIPTION OF PROGRAM:

- Creates meaningful volunteer opportunities for persons age 60 and over
- Operates as a source of volunteers to address community needs in a wide variety of areas
- Provides energy conservation services through volunteers who are involved in activities such as teaching energy conservation courses, providing advice on home insulation, monitoring environmental projects, and conducting energy audits

TARGET AUDIENCE:

- Persons age 60 and over

DELIVERY MECHANISMS:

- ACTION Regional and State offices handle initial processing of grant applications from public and private non-profit agencies and, with OAVP staff, provide technical assistance to OAVP projects and sponsors

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$20,100,000	$100,500
FY 79	$15,400,000 (est.)	$ 77,000 (est.)

AGENCY: ACTION

PROGRAM OFFICE: Office of Policy and Planning

PROGRAM NAME: Energy Conservation

CONTACT:
Herbert L. Tyson Tel: (202) 254-8420
Director, Policy Development Division
Office of Policy and Planning
806 Connecticut Avenue, N.W., Room 606
Washington, D.C. 20525

OBJECTIVES:

- To demonstrate new ways in which local voluntary activity may lead to increased access to services on behalf of the poor
- To demonstrate innovative ways in energy conservation in which voluntary activities may respond to the needs of the poor and serve as models for new federally-assisted volunteer programs

DESCRIPTION OF PROGRAM:

- Provides voluntary services to low-income persons emphasizing energy conservation through the application of alternative/appropriate technology
- Funds State and local voluntary energy conservation programs to mobilize people to conserve energy
- Uses volunteers to train low-income persons in energy conservation methods and the use of weatherization assistance

TARGET AUDIENCE:

- Low-income communities

DELIVERY MECHANISMS:

- ACTION's Office of Policy and Planning reviews grant applications from State and local organizations submitted in response to a Request for Proposal (RFP)

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 65,000	$ 65,000
FY 79	$150,000 (est.)	$150,000 (est.)

AGENCY: U.S. Department of Agriculture (USDA)

PROGRAM OFFICE: Science and Education Administration (SEA)-Extension

PROGRAM NAME: Cooperative Extension Service--50 States, Virgin Islands, Guam, Puerto Rico and District of Columbia

CONTACT: Glenda Pifer Tel: (202) 447-2179
Science & Education Administration (SEA)-Extension
Department of Agriculture
Room 5412, South Building
14th Street & Independence Avenue, S.W.
Washington, D.C. 20250

OBJECTIVES:

- To provide individuals and the general public with information and education to make decisions on energy problems, energy conservation, and energy technologies related to family residences, farm operations, and agricultural businesses
- To reduce energy costs and consumption and to encourage the public to adopt an energy conservation ethic

DESCRIPTION OF PROGRAM:

- Provides education and information on efficiency of energy use and conservation, alternative energy sources, and socio-economic impacts associated with energy consumption and production
- Provides State Land-Grant University specialists to assist county agents in specific technical problems
- Establishes requirements for research with help from local government and community participants

TARGET AUDIENCE:

- Families, homeowners, farmers, youth, small business persons, agricultural industry (marketing, processing, transportation, etc.), policy makers, and community leaders

DELIVERY MECHANISMS:

- Program operates through joint administration by the Cooperative Extension Service and State Land-Grant Universities
- Professionally trained county staffs provide technical assistance, program guidance, and demonstrations to interpret results of research from USDA, land-grant universities, and other reliable public and private resources

DELIVERY MECHANISMS - (cont.)

- Local county Cooperative Extension Service offices provide materials upon request, and technical information services through newsletters, publications, pamphlets, radio, television, and demonstrations
- Program specialists from land-grant universities and county agents conduct group education programs

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$249,000,000	$5,400,000
FY 79	$253,000,000	$5,800,000

*USDA funds only, including personnel costs. State and county funds are added to USDA Federal funds in the implementation of energy conservation programs at State and local levels. The use of Federal, State, and local government funds along with private funds requires cooperative efforts with other agencies, private organizations, and volunteer groups. Total funds estimated from all sources for energy management and conservation programs for 1979 are $13 million.

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Development Organizations, Economic Development Administration

PROGRAM NAME: Professional Services Program

CONTACT: Bernard Richert, Acting Chief Tel: (202) 377-5103
Program Development Division
Office of Development Organizations
Economic Development Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 6228
Washington, D.C. 20230

OBJECTIVES:

- To aid local communities and industries in energy conservation and use

DESCRIPTION OF PROGRAM:

- Assists in development of energy conservation programs and use of alternate energy sources
- District office (under grant) in process of establishing information interchange network for all Economic Development Administration districts in U.S.

TARGET AUDIENCE:

- Local governments, communities, and industries

DELIVERY MECHANISMS:

- Specialist staffs at district level provide professional assistance

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$250,000	$250,000
FY 79	$250,000 (est.)	$250,000 (est.)

*Includes staff other than DOC personnel

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Technical Assistance, Economic Development Administration (EDA)

PROGRAM NAME: Technical Assistance

CONTACT: Alfred Diamond Tel: (202) 377-4288
Technical Assistance Specialist
Office of Program Development and
Human Resources Division
Economic Development Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 7835
Washington, D.C. 20230

OBJECTIVES:

For economically depressed areas of the U.S. to:

- Stimulate economic growth
- Generate employment opportunities
- Save threatened jobs
- Improve standard of living

DESCRIPTION OF PROGRAM:

- Conducts feasibility studies of new approaches to economic development
- Conducts comprehensive studies of area's human resources and how to best use them
- Addresses community problems, including energy conservation
- Provides grants to communities, universities, and Government agencies
- Provides for local users' participation in program planning by defining problems
- Provides technical information

TARGET AUDIENCE:

- State and local Governments and public/private non-profit organizations

DELIVERY MECHANISMS:

- Managed by the Office of Technical Assistance in conjunction with the six EDA Regional Offices
- Contracts are provided to consultants to furnish the necessary assistance to applicants

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$12,000,000	$500,000
FY 79	$15,000,000 (est.)	$250,000 (est.)

*Includes personnel costs

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AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Technical Assistance, Economic Development Administration

PROGRAM NAME: University Center Program

CONTACT: Glenn B. Fatzinger Tel: (202) 377-4637
Program Specialist
Office of Technical Assistance
Economic Development Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 7850
Washington, D.C. 20230

OBJECTIVES:

- To help business and industry increase productivity, improve management, and improve and expand operations

DESCRIPTION OF PROGRAM:

- Funds 26 operating University Extension Centers aimed at business and industry outreach
- Reacts through Extension Centers to firms' defined needs, including energy conservation

TARGET AUDIENCE:

- Small- and medium-sized firms that cannot afford consulting services

DELIVERY MECHANISMS:

- Consulting services provided by personnel and faculty of University Extension Centers

EVALUATION:

- Ongoing

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$3,000,000	$150,000
FY 79	$3,000,000 (est.)	$100,000 (est.)

*Includes personnel costs

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Bureau of Field Operations (BFO), Industry and Trade Administration

PROGRAM NAME: Energy Conservation Outreach and Promotion

CONTACT:
J. Raymond De Paulo Tel: (202) 377-3641
Deputy Assistant Secretary for Field Operations
Industry and Trade Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 4808
Washington, D.C. 20230

OBJECTIVES:

- To provide information on energy conservation related programs affecting State and local Governments and business communities

DESCRIPTION OF PROGRAM:

- Informs business community on voluntary energy conservation matters
- Promotes energy conservation
- Assists in development of energy management plans
- Assists policymakers in times of business emergency caused by energy crises
- Provides counseling sessions, seminars and conferences, and technical information upon request

TARGET AUDIENCE:

- State and local Governments; business communities

DELIVERY MECHANISMS:

- BFO professional staff

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	Included in overall BFO budget	No breakdown of time or money spent by BFO on energy matters is possible. Needs vary throughout the country, and BFO responds to these needs as they arise.
FY 79	Included in overall BFO budget	

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Policy and Plans, Maritime Administration

PROGRAM NAME: Maritime Industry Associations Conservation Programs

CONTACT:
James V. Rosapepe Tel: (202) 377-5213
Fuels and Energy Group (M370.2)
Maritime Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 3723
Washington, D.C. 20230

OBJECTIVES:

- To increase industry awareness of the need for energy conservation, and to weigh methods for improving energy management

DESCRIPTION OF PROGRAM:

- Discusses energy legislation and impact on maritime industry
- Provides feedback on industry energy conservation accomplishments
- Provides exchange of energy conservation methodologies
- Semi-annual formal meetings are held with industry association representatives; informal meetings are held on a continuing basis
- Materials related to energy conservation are sent to Association members (1,300 companies)

TARGET AUDIENCE:

- Waterway operators, Great Lakes operators, shipbuilding and ship repair industry, port industry, and stevedoring industry

DELIVERY MECHANISMS:

- MARAD's four regional offices participate with their headquarters located in New York, Cleveland, New Orleans, and San Francisco

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	The energy-related portion is part of maritime overhead. Because it is not a budget line item, no estimate can be made.	
FY 79		

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Policy and Plans, Maritime Administration

PROGRAM NAME: Maritime Training Advisory Board (MTAB)

CONTACT:
James V. Rosapepe Tel: (202) 377-5213
Fuels and Energy Group (M370.2)
Maritime Administration
Department of Commerce
14th Street & Constitution Avenue, N.W., Room 3723
Washington, D.C. 20230

OBJECTIVES:

- To eliminate maritime industries energy waste
- To develop means for meeting the needs of different operating technologies
- To optimize energy input/output ratios

DESCRIPTION OF PROGRAM:

- Focuses on energy conservation in all maritime training schools
- MTAB is composed of training directors of 25 institutions

TARGET AUDIENCE:

- Maritime training schools (e.g., naval architects, marine engineers, and seamen)

DELIVERY MECHANISMS:

- MTAB and its subcommittees publish literature that is distributed to various maritime institutions

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	The energy-related portion is part of maritime overhead. Because it is not a budget line item, no estimate can be made.	
FY 79		

AGENCY: Department of Commerce (DOC)

PROGRAM OFFICE: Office of Sea Grant, National Oceanic Atmospheric Administration (NOAA)

PROGRAM NAME: National Sea Grant College Program

CONTACT: Robert Shephard or Richard Jarman Tel: (301) 443-8886
National Sea Grant College Program, NOAA
Department of Commerce
6010 Executive Boulevard
Rockville, MD 20852

OBJECTIVES:

- To provide assistance to persons responsible for the development, management, and use of ocean and coastal resources

DESCRIPTION OF PROGRAM:

- Marine Advisory Programs are operating in 27 of 30 coastal and Great Lakes States, Guam, and Puerto Rico
- Makes matching grants, primarily to universities and colleges, for marine and Great Lakes research, education, and advisory services
- Assists those involved in and responsible for development, utilization, and management of ocean/coastal resources, including energy conservation and related problems
- Assists in the improvement of management practices, training, education, and technical assistance (i.e., helps improve fishing industry techniques)
- Identifies research needs
- Acts as public liaison between industry and government
- Commits most resources one year in advance
- Local or State personnel provide information via pamphlets, brochures, newsletters, news releases, radio, television, and motion pictures
- Field personnel provide person-to-person contacts through workshops, conferences, and on-site visits

TARGET AUDIENCE:

- Citizens of coastal and Great Lakes States

DELIVERY MECHANISMS:

- Services are provided at the local level through Sea Grant Programs and 260 field representatives operating within the resources of approximately 120 major academic institutions, NOAA, and other Federal agencies

EVALUATION:

- University Sea Grant program evaluation is conducted yearly

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$31,700,000	$ 8,000,000
FY 79	$35,000,000	$10,000,000 (est.)

*Includes personnel costs

AGENCY: Community Services Administration

PROGRAM OFFICE: Office of Community Action, Energy Division

PROGRAM NAME: Consumer Protection and Education

CONTACT:
Mariam Charnow Tel: (202) 632-6503
Office of Community Action
Energy Division
Community Services Administration
Room 316
1200 19th Street, N.W.
Washington, D.C. 20506

OBJECTIVES:

- To improve the quality, delivery, and pricing of energy-related goods and services used by low-income persons

DESCRIPTION OF PROGRAM:

- Develops mechanisms for enforcing the rights of energy consumers in a way that meets the needs of low-income people
- Provides effective programs of energy conservation and education which will enhance the effectiveness of physical conservation measures applied to dwellings through adoption of energy conservation practices by residents
- Through a national demonstration program, assists public schools in low-income areas to conserve energy, reduce utility costs, and to teach energy conservation as a part of school curricula

TARGET AUDIENCE:

- Low-income persons

DELIVERY MECHANISMS:

- This program is coordinated by the Office of Community Action and carried out by selected community action agencies, other low-income groups, and State offices of economic opportunity

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$257,000	$257,000
FY 79	$500,000 (est.)	$500,000 (est.)

*Includes personnel costs

AGENCY: Community Services Administration

PROGRAM OFFICE: Office of Community Action, Energy Division

PROGRAM NAME: Emergency Energy Conservation Services

CONTACT: Richard M. Saul Tel: (202) 632-6503
Energy Coordinator
Office of Community Action
Energy Division
Community Services Administration
Room 314
1200 19th Street, N.W.
Washington, D.C. 20506

OBJECTIVES:

- To promote energy conservation and lessen the impact of high energy costs on low-income individuals and families

DESCRIPTION OF PROGRAM:

- Develops community-based programs to deal with energy-related problems

- Mobilizes resources within States and communities to help the poor deal with the energy crisis through innovative community structures and technologies appropriate to their needs and resources

- Conducts advocacy programs to assist the poor in public, administrative, and legal proceedings involving energy costs, energy policy, and rate regulations

- Major program components currently include crisis intervention assistance in the forms of grants and payment guarantees; mediation with utility companies or fuel suppliers; financial counseling; consumer information, education, and legal assistance; projects designed to address the energy-related increased cost of transportation to the poor making maximum use of existing transportation resources; development and application of alternate energy technologies, such as solar and wind power or methane digestors; and projects in small farm technologies to assist low-income farmers. (Responsibility for weatherization activities now rests with DOE)

- A major project funded by CSA is the National Center for Appropriate Technology, located in Butte, Montana, and dedicated to the development and support of locally-centered technologies appropriate to the needs and resources of low-income people and communities

TARGET AUDIENCE:

- Low-income persons

DELIVERY MECHANISMS:

- CSA's energy programs are coordinated by CSA's Office of Community Action which is assisted by a planning committee composed of representatives from operating programs and regional and state offices. Operating programs are funded through 10 Federal regional offices, each of which has an Energy Coordinator responsible for training and technical assistance functions, program guidance, and reporting and quality control. Research, demonstration, and evaluation activities are funded through Headquarters.

- This program is carried out by local community action agencies (CAA) and state offices of economic opportunity. There are 900 local programs, covering approximately 90 percent of the nation's counties. In 19 states funding is through state economic opportunity offices; in the other states, funds go directly to local agencies. Each funded energy program has a project advisory committee composed of low-income persons and representatives from local governments, resource agencies, local public utility companies, and local fuel dealers. The 110,000 CAA staff members are trained in a variety of outreach program activities.

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$263,500,000**	$1,800,000 (est.)
FY 79	$210,000,000 (est.)***	$4,000,000 (est.)

*Includes personnel costs

**$200 million of this amount consisted of a supplemental appropriation for a Special Crisis Intervention Program to assist low-income and elderly households with payment of last winter's high energy costs.

***Includes $200 million for 1978 Emergency Energy Assistance Program.

AGENCY: Community Services Administration

PROGRAM OFFICE: Office of Community Action, Energy Division

PROGRAM NAME: Legal Advocacy Program

CONTACT: Mariam Charnow Tel: (202) 632-6503
Office of Community Action
Energy Division
Community Services Administration
Room 316
1200 19th Street, N.W.
Washington, D.C. 20506

OBJECTIVES:

- To research and develop mechanisms to assist low-income utility consumers intervene on energy matters before State legislatures, administrative agencies, and courts

DESCRIPTION OF PROGRAM:

- Focuses on the development of mechanisms to enable low-income energy consumers to intervene in legislative and administrative hearings on utility rate structures
- Helps assure participation of the poor and near-poor in the decision-making processes that will determine the pricing structures and availability of scarce energy resources
- Provides technical assistance, training, testimony, and other legal assistance to low-income persons

TARGET AUDIENCE:

- Low-income persons

DELIVERY MECHANISMS:

- Community Action agencies
- Organizations of low-income energy consumers
- Legal services organizations

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$3,265,000	$3,265,000
FY 79	$2,000,000 (est.)	$2,000,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Buildings and Community Systems, Conservation and Solar Applications

PROGRAM NAME: Project Conserve

CONTACT:
Carol Norris Tel: (202) 633-9265
Division of Buildings and Community Systems,
Conservation and Solar Applications
Department of Energy, Room 6509
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To achieve a 20 percent reduction in the annual fuel bills for participating homes

DESCRIPTION OF PROGRAM:

- Updated Project Conserve I obtains energy-use pattern data from homeowners via questionnaire, processes data by computer, analyzes potential improvement costs and fuel-cost savings, and returns analysis to homeowners within six weeks; analysis includes "do-it-yourself" and contractor costs for suggested improvement, estimate of cost and energy savings potential, and payback period for each suggested action
- Provides technical assistance to states in starting up Project Conserve

TARGET AUDIENCE:

- Single-family dwellings and mobile homes

DELIVERY MECHANISMS:

- DOE Program Office provides computer package, including tapes and documentation related to Project Conserve I, to each State Energy office which, in turn, makes program available to target audience within State
- DOE Regional Offices serve as first point of contact with the States for technical assistance on Project Conserve

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$60,000	$60,000
FY 79	$40,000 (est.)	$40,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Buildings and Community Systems, Conservation and Solar Applications

PROGRAM NAME: Project Payback
(Energy Cost of Ownership Demonstration Program)

CONTACT: Joseph L. Barrow, Jr. Tel: (202) 633-9375
Carol M. Norris Tel: (202) 633-9265
Division of Buildings and Community Systems,
Conservation and Solar Applications
Department of Energy, Room 6513
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To accelerate the acceptance of energy efficient products by working with the private sector (particularly retailers) in testing communications methods which increase the consumers' awareness and knowledge of the "energy cost of ownership" concept

DESCRIPTION OF PROGRAM:

- Conducts market research demonstration program to increase consumer awareness of the "energy cost of ownership" concept
- Implemented initial Phase I pilot in Denver in FY 77-78
- Will conduct six-city expanded demonstration in FY 78-79 involving DOE, private sector participants, and State and local energy offices

TARGET AUDIENCE:

- Single-family dwelling homeowners; general public

DELIVERY MECHANISMS:

- DOE funds research and evaluation, multi-media advertising, in-store materials, and a portion of the home energy retrofit contests
- Private sector participants, retailers, and manufacturers are responsible for specific product advertising and promotions
- State and local energy offices manage the retrofit contests

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$400,000	$400,000
FY 79	$1,750,000	$1,750,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Buildings and Community Systems, Conservation and Solar Applications

PROGRAM NAME: Residential Conservation Service Program

CONTACT:
J. William Bethea Tel: (202) 376-1964
Coordinator, Residential Conservation Service
Office of Buildings and Community Systems,
Conservation and Solar Applications
Department of Energy, Room 2253C
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To identify and encourage installation of energy conservation measures in private residences

DESCRIPTION OF PROGRAM:

- Established under National Energy Conservation Policy Act

- Requires major electric and gas utilities to offer on-site energy audits to their residential customers, to identify appropriate energy conservation and solar energy measures, to estimate the costs and savings likely to result from implementation of these measures, and to offer to arrange for their installation and financing. Home heating suppliers may participate if the Governor elects to have them included in the State Residential Energy Conservation Plan

- Requires utilities and home heating suppliers to charge their customers for the cost of installation, rather than include the costs in general utility rates

TARGET AUDIENCE:

- Residential energy consumers

DELIVERY MECHANISMS:

- Public utilities and home heating suppliers

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79*	-0-	-0-

*Funds are being requested in FY 79 Supplemental Appropriations and are subject to Congressional action before becoming available to DOE.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Buildings and Community Systems (BCS), Conservation and Solar Applications

PROGRAM NAME: Technology and Information Transfer Program

CONTACT: Mary Lynn Wrabel Tel: (202) 376-4669
Program Manager
Division of Buildings and Community Systems,
Conservation and Solar Applications
Department of Energy, Room 2255C
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To develop commercialization and utilization plans for energy conservation technologies becoming available from current research efforts

DESCRIPTION OF PROGRAM:

- Provides commercialization plans which identify target audiences and Federal government action for selected technologies resulting from BCS RD&D activity
- Disseminates information on existing conservation measures for buildings and communities
- Provides training for individuals involved in the construction, maintenance, and retrofit of buildings

TARGET AUDIENCE:

- Trade associations
- Building contractors
- Building related industries
- Building maintenance personnel
- Homeowners

DELIVERY MECHANISMS:

- The Technology and Information Dissemination Branch

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$720,000	$720,000
FY 79	$525,000	$525,000

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Office of Industrial Applications and Commercialization, Conservation and Solar Applications
PROGRAM NAME:	Energy Analysis and Diagnostic Centers (EADC)
CONTACT:	Erik Haldane Tel: (202) 724-3452 Program Officer Office of Industrial Applications and Commercialization, Conservation and Solar Applications Department of Energy, Room 700 666 11th Street, N.W. Washington, D.C. 20001

OBJECTIVES:

- To aid small industrial firms in improving energy efficiency

DESCRIPTION OF PROGRAM:

- Provides direct assistance to small industrial firms in auditing, analyzing, and correcting processes and practices for improving energy efficiency

TARGET AUDIENCE:

- Small industrial firms

DELIVERY MECHANISMS:

- Under grant from DOE, University City Science Center contracts with three universities to provide assistance for small industrial firms

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$150,000	$150,000
FY 79	$360,000	$360,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Industrial Applications and Commercialization, Conservation and Solar Applications

PROGRAM NAME: Energy Efficiency Sharing

CONTACT: Floyd Lankton Tel: (202) 724-3452
Program Officer
Office of Industrial Applications and
Commercialization, Conservation and
Solar Applications
Department of Energy, Room 700
666 11th Street, N.W.
Washington, D.C. 20001

OBJECTIVES:

- To transfer energy conservation know-how from companies with effective energy management programs to those firms in the same local area who need this type of information

DESCRIPTION OF PROGRAM:

- Helps organize, and provides support to, seminars and assistance-training sessions hosted by energy-efficient companies
- Conducts seminars and assistance-training sessions hosted by energy-efficient companies

TARGET AUDIENCE:

- Private sector

DELIVERY MECHANISMS:

- Program conducted with support from State energy offices, local Chambers of Commerce, Department of Commerce, and DOE field offices

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79	$15,000	$15,000

*Publication costs covered by Publications/Audiovisual Program. All additional costs borne by host companies.

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Office of Industrial Applications and Commercialization, Conservation and Solar Applications
PROGRAM NAME:	International Technology Sharing
CONTACT:	James Demetrops Tel: (202) 724-3452 Program Officer Officer of Industrial Applications and Commercialization, Conservation and Solar Applications Department of Energy, Room 700 666 11th Street, N.W. Washington, D.C. 20001

OBJECTIVES:

- To identify and encourage adoption of foreign energy-efficient technologies in the U.S. business community

DESCRIPTION OF PROGRAM:

- Collects, screens, and disseminates information about foreign technology, techniques, and processes
- Provides catalogues, pamphlets, and booklets

TARGET AUDIENCE:

- American business community

DELIVERY MECHANISMS:

- Office of Industrial Applications and Commercialization, with and through State Department Foreign Service Posts, collects and disseminates information
- Direct information gathering contracted in selected foreign countries

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$100,000	$100,000
FY 79	$115,000	$115,000

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Office of Industrial Applications and Commercialization, Conservation and Solar Applications
PROGRAM NAME:	Publications/Audiovisual
CONTACT:	Marion Tyson Tel: (202) 724-3452 Office of Industrial Applications and Commercialization, Conservation and Solar Applications Department of Energy, Room 700 666 11th Street, N.W. Washington, D.C. 20001

OBJECTIVES:

- To provide, primarily to the business community, information explaining the need for energy conservation and management and specific technical how-to materials

DESCRIPTION OF PROGRAM:

- Develops, produces, and distributes materials fostering energy conservation
- Provides information explaining the need for energy and management conservation

TARGET AUDIENCE:

- Business community

DELIVERY MECHANISMS:

- Contact made through trade associations, DOE field offices, and other agencies and organizations

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$20,000	$20,000
FY 79	$20,000	$20,000

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Office of Industrial Applications and Commercialization, Conservation and Solar Applications
PROGRAM NAME:	Trade Shows/Conferences

CONTACT:

Joseph Cooper Tel: (202) 724-3452
Program Officer
Office of Industrial Applications and
Commercialization, Conservation
and Solar Applications
Department of Energy, Room 700
666 11th Street, N.W.
Washington, D.C. 20001

OBJECTIVES:

- To foster and promote energy conservation in the business sector by demonstration of existing assistance modes and dissemination of materials dealing with all aspects of energy conservation from "promotional" material to direct technical subject areas

DESCRIPTION OF PROGRAM:

- Participates in selected industrial trade shows and exhibitions, conferences, and symposiums

TARGET AUDIENCE:

- Private sector and general public

DELIVERY MECHANISMS:

- Office of Industrial Applications and Commercialization

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$20,000	$20,000
FY 79	$20,000	$20,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Industrial Applications and Commercialization, Conservation and Solar Applications

PROGRAM NAME: Voluntary Industrial Energy Conservation Programs (VIECP)

CONTACT:
Tyler Williams Tel: (202) 724-3448
Director, Trade Association and Industry Division
Office of Industrial Appliations and
Commercialization, Conservation and
Solar Applications
Department of Energy, Room 1050
666 11th Street, N.W.
Washington, D.C. 20001

OBJECTIVES:

- To improve energy efficiency in terms of energy input per unit of output, and to identify and assist in transfer of appropriate technology

DESCRIPTION OF PROGRAM:

- Provides large-scale energy conservation reporting, monitoring, and technology transfer program

TARGET AUDIENCE:

- Trade associations
- Business community

DELIVERY MECHANISMS:

- Trade associations, with direct assistance in program management by DOE

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	Not Available	Not Available
FY 79	Not Available	Not Available

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Industrial Applications and Commercialization, Conservation and Solar Applications

PROGRAM NAME: Workshops/Seminars

CONTACT:
Dave Hoexter Tel: (202) 724-3452
Program Officer
Office of Industrial Applications and
Commercialization, Conservation and
Solar Applications
Department of Energy, Room 700
666 11th Street, N.W.
Washington, D.C. 20001

OBJECTIVES:

- To disseminate information and energy conservation practices and techniques to local audiences of engineers, managers, and government officials
- To provide a forum for persons currently involved in some area of the energy field (R&D, production, economics, etc.) so that they may discuss their work with interested groups

DESCRIPTION OF PROGRAM:

- Conducts cooperative workshops and seminars with universities, trade associations, and Government agencies on technical and conservation subjects
- Conducts a bi-weekly energy conservation round table discussion on topics of current interest

TARGET AUDIENCE:

- Engineers, managers, and government officials

DELIVERY MECHANISMS:

- Universities, trade associations, government agencies, and industrial trade shows

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79	$40,000	$40,000

AGENCY: Department of Energy

PROGRAM OFFICE: Office of Small Business, Conservation and Solar Application

PROGRAM NAME: Energy Partnership for American Cities

CONTACT:
Floyd J. Collins Tel: (202) 376-4020
Director
Office of Small Business, Conservation & Solar Applications
Department of Energy, Room 3128
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To reduce energy consumption in small and medium sized commercial buildings

DESCRIPTION OF PROGRAM:

- Conducts energy surveys of small or medium sized commercial buildings
- Provides owners of commercial buildings or equipment with engineering survey results that could reduce energy consumption
- Monitors and encourages retrofit actions that could save energy in commercial buildings

TARGET AUDIENCES:

- Owners/managers of small and medium sized commercial buildings, such as banks, warehouses, and dry goods stores

DELIVERY MECHANISMS:

- The program is carried out by local organizations, such as Chambers of Commerce, local government and regional government agencies, banks, savings and loan institutions, consulting engineers, contractors, Building Owners and Managers Association (BOMA), local universities, utility companies, and department stores

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79	$200,000 (est.)	$200,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Small Business, Conservation and Solar Applications

PROGRAM NAME: Small Business Energy Cost Reduction Program

CONTACT:
Jane L. Miller Tel: (202) 376-4020
Program Manager
Office of Small Business
Conservation and Solar Applications
Department of Energy, Room 3128
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To reduce energy costs for the nation's small and medium-sized businesses

DESCRIPTION OF PROGRAM:

- Provides technical assistance to small business owners on practical dollars-and-cents measures to reduce energy costs and consumption
- Develops guidebooks on actual energy audits of representative firms in specific sectors (i.e., laundry/dry cleaning, apartments, automobile dealerships, commercial printing, gasoline service stations, retail stores, automotive service and repair facilities, and florists); four additional sectors (furniture manufacturing, wholesaling, baking, and dairies) are being addressed in FY 1979
- Co-sponsors programs with trade associations

TARGET AUDIENCE:

- Small and medium-sized business owners

DELIVERY MECHANISMS:

- Office of Small Business of DOE's Office of Conservation and Solar Applications manages program; provides guidebooks through trade association co-sponsors; and conducts energy cost reduction workshops through State and local affiliates of trade associations
- Testing feasibility of working through State Energy Conservation Program and Energy Extension Service

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$240,000	$240,000
FY 79	$500,000 (est.)	$500,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Solar Applications and Commercialization, Conservation and Solar Applications

PROGRAM NAME: Solar Development and Training Program

CONTACT:
Charles Hayes Tel: (202) 376-9131
Office of Solar Applications and Commercialization,
Conservation and Solar Applications
Department of Energy, Room 3114C
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To provide information, training, public education programs, and marketing activities to meet needs of the building community, the financial community, the utility community, the solar energy industry, and other sectors of the economy that can utilize solar technology

DESCRIPTION OF PROGRAM:

- Provides market development, technology transfer, and training activities designed to stimulate acceptance of proven solar technologies by industry
- Emphasizes solar heating of homes and small office buildings, solar heating and crop drying in small agricultural applications, and solar heating and cooling of commercial buildings; includes photovoltaics, industrial process heat, and biomass

TARGET AUDIENCE:

- Building community (e.g., builders, architects, engineers, labor unions, contractor assocations, professional societies, standards-setting organizations, State and local government personnel)
- Financial community (e.g., lenders, appraisers, and insurers)
- Utility community (e.g., industry and regulatory bodies and organizations)
- Solar energy industry
- Other sectors of the economy that can utilize solar technology

DELIVERY MECHANISMS:

- Program responds to inquiries relating to all applications of solar energy, and utilizes the information services provided by the Regional Solar Energy Centers, the National Solar Heating and Cooling Information Center (established jointly by DOE and HUD), support contractors, SERI, and industrial and commercial resources

EVALUATION:

- Ongoing evaluation

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$2,000,000	$2,000,000
FY 79*	-0-	-0-

*Funds are being requested in FY 79 Supplemental Appropriations and are subject to Congressional action before becoming available to DOE.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of State Grant Programs within Office of State and Local Programs, Conservation and Solar Applications

PROGRAM NAME: State Energy Conservation Program (SECP)

CONTACT: For State grants:

Sandra Delaney Tel: (202) 633-8650
Acting Director, State Grant Programs
Office of State and Local Programs,
Conservation and Solar Applications
Department of Energy, Room 6435
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

For technical support to states:

Michael Willingham Tel: (202) 633-8640
Director, State Specific Programs
Office of State and Local Programs,
Conservation and Solar Applications
Department of Energy, Room 6456
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To provide states with the means to establish and implement energy conservation programs with the goal of reducing state energy growth by five percent of the demand projected for 1980

DESCRIPTION OF PROGRAM:

- Established by Energy Policy and Conservation Act (EPCA) of 1975, as amended by Energy Conservation and Production Act (ECPA) of 1976
- Assists States in planning and implementing energy conservation programs

- Requires mandatory program measures (lighting efficiency standards; thermal efficiency standards; carpool, vanpools and public transportation programs; Government procurement practices standards; right turn-on-red legislation; public education; effective intergovernmental coordination; and energy audits)

- Includes voluntary measures as proposed by States

- Grants for program implementation are awarded by the DOE Regional Representative to the Governor's designee within each State program on submission of an approved State plan

TARGET AUDIENCE:

- States and territorial jurisdictions, and the general public through State programs

DELIVERY MECHANISMS:

- The Office of State and Local Programs sets policy and administers the program through the DOE Regional Offices

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$71,300,000	$15,000,000 (est.)
FY 79**	$57,800,000 (est.)	$ 7,000,000 (est.)

*Grants and contracts, excluding Federal personnel costs.

**Additional amounts are being requested in FY 79 Supplemental Appropriations and are subject to Congressional action before becoming available to DOE.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of State Specific Programs within Office of State and Local Programs, Conservation and Solar Applications

PROGRAM NAME: Local Government and Public Care Buildings

CONTACT:
Michael Willingham Tel: (202) 633-8640
Director, State Specific Programs
Office of State and Local Programs,
Conservation and Solar Applications
Department of Energy, Room 6456
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To identify and support adoption of energy conservation opportunities in local government and public care institution buildings through grants

DESCRIPTION OF PROGRAM:

- Provides grants to States for preliminary and detailed energy audits
- Provides grants to eligible institutions for detailed engineering analyses
- Conducts workshops
- Provides implementation manuals
- Federal share of program costs not to exceed 50 percent
- Established under National Energy Act

TARGET AUDIENCE:

- States, local governments, and public care institutions

DELIVERY MECHANISMS:

- Office of State Specific Programs sets policy and administers the program through DOE Regional Offices

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79*	$32,000,000	$32,000,000

*Funds appropriated in FY 78 ($25,000,000) which were authorized by the National Energy Act in FY 79 are included in the FY 79 amounts. Additional funds are being requested in FY 79 Supplemental Appropriations and are subject to Congressional action before becoming available to DOE.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of State Specific Programs within Office of State and Local Programs, Conservation and Solar Applications

PROGRAM NAME: Schools and Hospitals Program

CONTACT:
Michael Willingham Tel: (202) 633-8640
Director, State Specific Programs
Office of State and Local Programs,
Conservation and Solar Applications
Department of Energy, Room 6456
12th and Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To identify and support adoption of energy conservation opportunities in schools and hospitals through grants

DESCRIPTION OF PROGRAM:

- Provides grants to States for preliminary and detailed energy audits and technical assistance
- Provides grants to schools and hospitals for energy conservation measures
- Conducts workshops
- Provides implementation manuals
- Federal share of program costs not to exceed 50 percent in most cases
- Established under National Energy Act

TARGET AUDIENCE:

- States, schools, hospitals

DELIVERY MECHANISMS:

- The Office of State Specific Programs sets policy and administers the program through the DOE Regional Offices

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79*	$300,000,000	$90,000,000 (est.)

*Funds appropriated in FY 78 ($200,000,000) which were authorized by the National Energy Act in FY 79 are included in the FY 79 amounts.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Transportation Energy Conservation (TEC), Conservation and Solar Applications

PROGRAM NAME: Car and Driver Fuel Economy Program

CONTACT: Darrell A. Beschen, Jr. Tel: (202) 633-8780
Conservation and Solar Applications
Department of Energy, Room 7149
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To educate and motivate drivers to use fuel-efficient techniques and strategies in their automobile purchase, operation, and maintenance

DESCRIPTION OF PROGRAM:

- Demonstrates how motorists can increase fuel economy and reduce fuel costs at no additional expense, and obtain concomitant increases in safety, reliability, and personal time
- Provides direct research on savings of specific operating techniques
- Develops mini-documentaries on key subject areas
- Markets and disseminates driver fuel economy workshop/classroom materials
- Offers an expansion of the "National Fuel Economy Challenge" (a driving competition which demonstrates fuel economy and is jointly sponsored by the Department of Energy and the Sports Car Club of America)

TARGET AUDIENCE:

- Drivers in organized groups; particularly applicable to employers, employees, civic and public interest groups, and students in virtually any type of driver, conservation, consumer, safety, or public education program

DELIVERY MECHANISMS:

- The program utilizes the Driver Fuel Economy Workshop and the National Fuel Economy challenge to inform motorists how to save money and fuel

EVALUATION:

- Informal evaluation ongoing

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$18,000	$18,000
FY 79	$45,000	$45,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Transportation Energy Conservation (TEC), Conservation and Solar Applications

PROGRAM NAME: Electric Vehicle Demonstration Program

CONTACT:
Thomas Benson Tel: (202) 376-4747
TEC, Conservation and Solar Applications
Department of Energy, Room 1214
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To demonstrate in an actual working situation the value of electric vehicles

DESCRIPTION OF PROGRAM:

- Places into operation small fleets of electric vehicles
- Provides assistance on a cost-sharing basis for the purchase and operation of electrical vehicles
- Informs vehicle operators and the public of the performance of the demonstration vehicles

TARGET AUDIENCE:

- Government officials and private fleet operators

DELIVERY MECHANISMS:

- Cost-sharing agreements between DOE and operators of the demonstration vehicles

EVALUATION:

- A systematic evaluation of the demonstration program is underway

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 5,000,000	$3,000,000
FY 79	$12,000,000 (est.)	$9,500,000 (est.)

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Division of Transportation Energy Conservation (TEC), Conservation and Solar Applications (CS)
PROGRAM NAME:	Fuel Economy Information Program
CONTACT:	Eldon Rucker Tel: (202) 633-8778 Conservation and Solar Applications Department of Energy, Room 7149 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20461

OBJECTIVES:

- To encourage the prospective automobile buyer to purchase more fuel efficient cars

DESCRIPTION OF PROGRAM:

- Provides prospective new car purchasers with fuel economy information on all models of each automobile manufacturer's new car fleet
- Provides consumers with an evaluation of measures for increasing consumer knowledge and acceptance of the government's fuel economy standards

TARGET AUDIENCE:

- Individual new car buyers
- Fleet purchasers

DELIVERY MECHANISMS:

- The program prints and distributes the Gas Mileage Guide to the Nation's new car dealers and other interested organizations. The Guide lists the fuel economy performance of each basic model year car, station wagon, and light truck in terms of miles per gallon (mpg). Each car dealer is required by law to prominently display the Guide in his showroom. A Fuel Economy label is also required to be displayed on each new car.
- The program further disseminates fuel economy information via radio and television public service announcements

EVALUATION:

- Evaluation studies are underway concerning Gas Mileage Guide evaluation; analysis of in-use fuel economy data on 1979 model year vehicles; differences between in-use and EPA-estimated fuel economy numbers; and consumer data on vehicle usage and record keeping related to miles per gallon (mpg)

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 873,000	$ 873,000
FY 79	$1,045,000	$1,045,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Transportation Energy Conservation (TEC), Conservation and Solar Applications (CS)

PROGRAM NAME: Ridesharing Technical Assistance

CONTACT:
Lew W. Pratsch Tel: (202) 633-8841
Conservation and Solar Applications
Department of Energy, Room 6514
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To increase the occupancy of cars and vans used in commuting

DESCRIPTION OF PROGRAM:

- Involves information transfer and analysis relating to commuter ridesharing by vans and cars
- Coordinates with other Federal agencies in ridesharing policies and program issues
- Monitors ridesharing activities nationwide
- Disseminates information to States, employers, and other interested groups
- Removes institutional barriers and regulatory impediments
- Assists in the development of a Federal employees vanpool program

TARGET AUDIENCE:

- States, local ridesharing programs, large employers, and individuals who are potential vanpool owners/operators

DELIVERY MECHANISMS:

- The program distributes reports, promotional materials, and the film "Vanpools" to States, employees, and other interested groups

EVALUATION:

- Detailed evaluation of the Vanpool Test Marketing Demonstration Program (summarized in the report "Evaluation of the Vanpool Marketing and Implementation Demonstration Program") is completed. The evaluation of the Vanpool Workshop Program is still in process.

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$15,000	$15,000
FY 79	$25,000	$25,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Transportation Energy Conservation (TEC), Conservation and Solar Applications

PROGRAM NAME: Voluntary Truck/Bus Fuel Economy Program

CONTACT: William H. Freeman Tel: (202) 633-8780
Conservation and Solar Applications
Department of Energy, Room 7149
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20461

OBJECTIVES:

- To improve the fuel-use efficiency of commercial vehicles in the movement of freight and people while conserving fuel resources

DESCRIPTION OF PROGRAM:

- The program is a joint effort by the Department of Transportation and the Department of Energy to improve the utilization of fuel by the Nation's commercial trucks and buses
- Participates in all major truck shows and promotional efforts to expand participation by the truck and bus industry in the program
- Produces quarterly newsletter, fact sheet, and technical publications on equipment and operational changes which are effective fuel savers
- Provides workshops for truck sales people and operators

TARGET AUDIENCE:

- Independent truck owners/operators, manufacturers, component suppliers, trade associations, motor carriers, labor unions, fleet operators, and bus operators

DELIVERY MECHANISMS:

- Division of Transportation Energy Conservation

EVALUATION:

- Informal ongoing evaluation

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$18,000	$18,000
FY 79	$45,000	$45,000

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Conservation and Solar Applications

PROGRAM NAME: Energy Extension Service (EES)

CONTACT: Kathleen Reavis Tel: (202) 376-4840
Conservation and Solar Applications
Department of Energy, Room 2221C
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To encourage individuals and small establishments to reduce energy consumption and convert to renewable energy sources
- To provide feedback to DOE and other decisionmakers regarding institutional and technological barriers to the adoption of energy-saving measures
- To help reduce the impact of fuel shortages and price increaes on small consumers by developing a creditable technical assistance and information program that facilitates the adoption of energy-saving measures

DESCRIPTION OF PROGRAM:

- Emphasizes state planned and operated programs which provide personalized services to small energy users (services include energy audits, seminars, and workshops)
- Initiated ten-State pilot program in August 1977
- Provided grants of $1.1 million each to 10 pilot states
- Provided $30,000 each to remaining states and territories to observe pilot program progress and to prepare for a possible nationwide program

TARGET AUDIENCE:

- Small energy users, including residential dwellers, small businesses, State and local Governments, and other groups selected by the states

DELIVERY MECHANISMS:

- States or their contractors provide services to their target audiences
- DOE provides policy guidance and technical assistance to the States

EVALUATION:

- Evaluation on-going to assess experience of the pilot States and to learn lessons relevant to a possible nationwide program
- Will submit evaluation report on the pilot program to Congress in February, 1979*

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$7,500,000	$7,500,000
FY 79*	$7,500,000	$7,500,000

*Congress has limited available funding in FY 79 to $7,500,000 until the evaluation report is submitted and Congress approves the expansion of EES to a nationwide basis. If Congress approves the expansion, an additional $7,500,000 will be made available to DOE, bringing the FY 79 program to $15,000,000.

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Division of Geothermal Energy,
Energy Technology

PROGRAM NAME: Geothermal Energy Information Program

CONTACT: Evelyn F. Rowe Tel: (202) 376-4586
Industrial Relations Branch
Division of Geothermal Energy
Department of Energy
20 Massachusetts Avenue, N.W.
Washington, D.C. 20545

OBJECTIVES:

- To foster the development and support of the geothermal industry and its technology so that geothermal energy can be commercialized as an economic, reliable, and environmentally acceptable energy source

DESCRIPTION OF PROGRAM:

- Serves as link to transfer current geothermal technology information to interested parties
- Uses distribution lists to disseminate information to geothermal community
- Provides Government documents, publications, reports, news releases, newsletters, exhibits, and film television tapes
- Conducts meetings, symposiums, and workshops

TARGET AUDIENCE:

- Geothermal community, State and local Government personnel, industrialists, general public

DELIVERY MECHANISMS:

- Computerized bibliographic and technical data are provided through the DOE National Geothermal Information Resource (Lawrence Berkeley Laboratory, Berkeley, California)
- Program Office provides publications
- Technical staff members sponsor meetings and workshops as part of RD&D effort

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$475,000	$475,000
FY 79	$390,000 (est.)	$390,000 (est.)

AGENCY: Department of Energy

PROGRAM OFFICE: Office of Consumer Affairs (OCA)
Intergovernmental and Institutional Relations

PROGRAM NAME: Citizen Participation

CONTACT: William C. Holmberg Tel: (202) 252-5141
Director, Citizen Participation Division
Office of Consumer Affairs, IR
Department of Energy, Room 8G066
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To assist all DOE programs in involving and responding to consumers and local and regional consumer groups on energy problems and solutions, and in formulating and assessing energy policies and programs

DESCRIPTION OF PROGRAM:

- Conducts formal advisory committee meetings and public hearings and forums
- Conducts cooperative programs with other federal agencies to enhance public participation in DOE programs
- Furnishes grants and contracts to consumer/public interest groups
- Publishes "Consumer Briefing Summary" (an OCA publication), other special publications such as the "Winter Survival Handbook," and a report on barriers and strategies leading to renewable energy development
- Provides motion picture and video-tape presentations and productions

TARGET AUDIENCE:

- General public, consumer groups, special interest groups

DELIVERY MECHANISMS:

- The Office of Consumer Affairs and the ten DOE Regional Offices conduct public meetings, furnish grants and contracts, publish materials, and make presentations

EVALUATION:

- Program evaluation is an ongoing activity within OCA

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$100,000	$ 17,000
FY 79	$470,000	$170,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Consumer Affairs, Intergovernmental and Institutional Relations

PROGRAM NAME: Consumer Impact

CONTACT:
Polly W. Craighill Tel: (202) 252-5871
Director, Consumer Impact Division
Office of Consumer Affairs
Intergovernmental and Institutional Relations
Department of Energy, Room 8G-066
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To represent citizen views and discuss the potential adverse impacts upon consumers of internal DOE regulatory and policy forums which are closed to external participants
- To focus internal and external processes on particularly vulnerable energy consumers--low-income, minorities, elderly, and handicapped

DESCRIPTION OF PROGRAM:

- Provides analysis on the impact of proposed energy policies and programs upon special interest groups and households
- Transmits consumer energy concerns to DOE's operating, policy, and regulatory programs

TARGET AUDIENCE:

- Consumer groups and special interest groups (e.g., low-income persons, handicapped, minorities, and the elderly)

DELIVERY MECHANISMS:

- Reports prepared and disseminated by DOE headquarters

EVALUATION:

- Program evaluation ongoing

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 50,000	-0-
FY 79	$175,000 (est.)	$50,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Education Programs Division
Intergovernmental and Institutional Relations

PROGRAM NAME: Faculty Development Program

CONTACT: Chris Kjeldsen Tel: (202) 252-6482
Program Manager
Education Programs Division
Intergovernmental and Institutional Relations
Department of Energy, Room 8F-055
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To help teachers realize the complexity of energy issues, learn sufficient technical detail about scientific and technological aspects of energy problems, and incorporate energy topics into their courses

DESCRIPTION OF PROGRAM:

- Solicits Faculty Development Projects in various fields, especially general energy education and energy conservation
- Awards grants to colleges and universities (based on proposals submitted) which allow college and university faculty to conduct summer workshops and in-service programs for teachers
- Establishes procedures whereby participants apply directly to the college or university conducting the workshop
- Conducts Elementary Teacher In-Service Energy Education programs for elementary and junior high school teachers

TARGET AUDIENCE:

- Elementary, junior high, senior high, and college teachers

DELIVERY MECHANISMS:

- Education Programs Division
- Universities and colleges

EVALUATION:

- Formal ongoing evaluation with specific methodology

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$1,071,473	$600,000 (est.)
FY 79	$1,100,000 (est.)	$700,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Education Programs Division, Intergovernmental and Institutional Relations

PROGRAM NAME: Materials Development Program

CONTACT:
Donald D. Duggan Tel: (202) 252-6482
Education Programs Division
Intergovernmental and Institutional Relations
Department of Energy, Room 8F-055
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To provide students and teachers with a balanced understanding of energy, energy conservation, energy technologies, energy policy and options, and energy careers

DESCRIPTION OF PROGRAM:

- Develops energy education materials and activities
- Distributes lesson plans, fact sheets, teaching materials, and resource materials
- Funds energy education newsletter

TARGET AUDIENCE:

- Students, teachers, and youth groups

DELIVERY MECHANISMS:

- Materials are provided by the Education Programs Division through DOE's Technical Information Center and educational associations

EVALUATION:

- Formal ongoing evaluation with specific methodology

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$500,000	$400,000
FY 79	$400,000 (est.)	$300,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Education Programs Division,
Intergovernmental and Institutional Relations

PROGRAM NAME: Public Programs

CONTACT: Joseph J. Carvajal Tel: (202) 252-6484
Chief, Public Programs Branch
Education Programs Division
Intergovernmental and Institutional
Relations
Department of Energy, Room 8F-055
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To foster greater public exploration of energy, environmental, and economic trade-off issues, and of energy-related marketplace options

DESCRIPTION OF PROGRAM:

- Provides grants and contracts to private-sector and non-profit organizations to furnish information and learning experience to various segments of the public
- Provides conferences, written materials, workshops, seminars, school programs, and television and radio programs and announcements

TARGET AUDIENCE:

- General public and public interest, public service, and organized labor groups

DELIVERY MECHANISMS:

- Private-sector and non-profit organizations

EVALUATION:

- Formal ongoing evaluation with specific methodology

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$382,000 (act.)	$305,000 (est.)
FY 79	$600,000 (est.)	$450,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Public Affairs
Intergovernmental and Institutional Relations

PROGRAM NAME: Audiovisual Branch

CONTACT: Alfred Rosenthal Tel: (301) 353-5365
Audiovisual Branch
Office of Public Affairs
Intergovernmental and Institutional Relations
Department of Energy, Century 21
Germantown, MD 20767

OBJECTIVES:

- To fulfill DOE's responsibility as mandated by legislation to inform and educate the general public about DOE programs and National energy problems and options

DESCRIPTION OF PROGRAM:

- Responds to requests from media and general public for audiovisual materials about National energy problems/options and DOE programs designed to meet these problems
- Develops, produces, acquires, evaluates, maintains, and distributes audiovisual materials on range of DOE activities and specific program efforts
- Materials include motion pictures, slide shows/film strips, television news features, television/radio public service announcements, television and radio programs, and multi-media projects

TARGET AUDIENCE:

- General public, civic and professional groups, educational institutions, media, special audiences, etc.

DELIVERY MECHANISMS:

- Distributes materials through "Free-Loan" Film Library and GSA Schedule File distributors
- Sells completed productions (at cost) through National Audio-Visual Center, Washington, D.C.
- Distributes information nationally through television and radio stations and motion picture theatres

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$435,000	$190,000 (est.)
FY 79	$460,000 (est.)	$230,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Public Affairs
Intergovernmental and Institutional Relations

PROGRAM NAME: Exhibits Branch

CONTACT: John Bradburne, Jr. Tel: (301) 353-5441
Chief, Exhibits Branch
Office of Public Affairs
Intergovernmental and Institutional Relations
Department of Energy, Century 21
Germantown, MD 20767

OBJECTIVES:

- To disseminate information about DOE's programs, objectives, and accomplishments

DESCRIPTION OF PROGRAM:

- Coordinates development, design, construction, and operation of exhibits to disseminate DOE program information

TARGET AUDIENCE:

- General public and specialized audiences

DELIVERY MECHANISMS:

- The Exhibits Branch provides exhibits upon request on a non-reimbursable basis, and sponsors help in set-up

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$2,000,000	$845,000 (est.)
FY 79	$1,700,000 (est.)	$850,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Public Affairs
Intergovernmental and Institutional Relations

PROGRAM NAME: Press Services Program

CONTACT: Alfred P. Alibrando Tel: (202) 252-5806
Director, Press Services Division
Office of Public Affairs
Intergovernmental and Institutional Relations
Department of Energy, Room 8F-073
1000 Independence Avenue. S.W.
Washington, D.C. 20585

OBJECTIVES:

- To provide the widest possible dissemination of information regarding DOE programs and activities

DESCRIPTION OF PROGRAM:

- Develops and implements public information programs
- Disseminates information in the form of news releases, fact sheets, statements, press briefings, interviews (newspaper, magazine, radio, television), response to news queries, special articles, and presentations

TARGET AUDIENCE:

- General public

DELIVERY MECHANISMS:

- Information is provided by the Press Services Office, as well as by the Regional offices

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 97,000	$48,000
FY 79	$110,000 (est.)	$55,000 (est.)

AGENCY:	Department of Energy (DOE)
PROGRAM OFFICE:	Office of Public Affairs, Editorial Services Division Intergovernmental and Institutional Relations
PROGRAM NAME:	Publications Branch

CONTACT:

John Sullivan Tel: (202) 376-9892
Chief, Publications Branch
Office of Public Affairs
Intergovernmental and Institutional Relations
Department of Energy, Room 7203
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To reach the widest possible audience with information that anticipates topics of public interest and provides general background on energy

DESCRIPTION OF PROGRAM:

- Develops energy publications reflecting DOE programs and general scientific concepts
- Distributes publications in the form of pamphlets, folders, booklets, posters, and camera-ready information for printing

TARGET AUDIENCE:

- General public

DELIVERY MECHANISMS:

- Material distributed upon request through Office of Public Affairs, through the Technical Information Center (Oak Ridge, Tennessee), the Consumer Information Center (Pueblo, Colorado), and through special arrangements such as Supermarkets Communications, Inc.

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$343,000	$140,000
FY 79	$248,000	$155,000

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AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Public Affairs
Intergovernmental and Institutional Relations

PROGRAM NAME: Special Programs

CONTACT: L. Robert Davids Tel: (202) 252-5647
Deputy Director, Special Programs Division
Office of Public Affairs
Intergovernmental and Institutional Relations
Department of Energy, Room 8F-055
1000 Independence Avenue, S.W.
Washington, D.C. 20585

OBJECTIVES:

- To provide widest possible dissemination of information regarding DOE activities and programs

DESCRIPTION OF PROGRAM:

- Develops and implements special minority information programs (e.g., public service announcements, releases, exhibits)
- Schedules special events (e.g., dedications, ground breakings, and opening of laboratories and research projects)
- Responds to mail and telephone inquiries

TARGET AUDIENCE:

- Minority groups, trade associations, mass media

DELIVERY MECHANISMS:

- Services provided upon request by the Office of Public Affairs and the Regional Offices

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$20,000	$20,000
FY 79	$20,000 (est.)	$20,000 (est.)

AGENCY: Department of Energy (DOE)

PROGRAM OFFICE: Office of Technical Information, Intergovernmental and Institutional Relations

PROGRAM NAME: Technical Information Program

CONTACT:
Joseph Gratton Tel: (301) 353-5454
Office of Technical Information
Intergovernmental and Institutional Relations
Department of Energy, Century 21
Germantown, MD 20767

OBJECTIVES:

- To disseminate the results of DOE's energy RD&D efforts

DESCRIPTION OF PROGRAM:

- Manages technical information from DOE's RD&D programs
- Supports and conducts ongoing information exchange system between DOE program divisions and target audiences
- Identifies and develops information products and services to assist implementation of new, improved energy technologies
- Conducts workshops, seminars, training programs, and visual presentations

TARGET AUDIENCE:

- Manufacturers, trade and professional associations, research groups, Government agencies, general public

DELIVERY MECHANISMS:

- Technical documents, technology application manuals, and conference reports are provided through GPO, NTIS, and Oak Ridge Technical Information Center (TIC)
- TIC answers mail and phone inquiries
- Energy data bank is available to DOE contractors and State and Federal agencies on-line through DOE RECON system

EVALUATION:

- Evaluation ongoing through support contractors

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$9,265,000	$580,000 (est.)
FY 79	$9,300,000 (est.)	$400,000 (est.)

AGENCY: Environmental Protection Agency (EPA)

PROGRAM OFFICE: Office of Research and Development (R&D),
Energy Systems Environmental Control Division

PROGRAM NAME: Environmental Aspects of Industrial Energy
Conservation Methods

CONTACT:
Alden Christianson Tel: (513) 684-4207
Director, Energy Systems Environmental Control
Division
Industrial Environmental Research Laboratory
Environmental Protection Agency
5555 Ridge Avenue
Cincinnati, Ohio 45268

OBJECTIVES:

- To identify, develop, and promote energy use alternatives for enhanced pollution control in the industrial sector

DESCRIPTION OF PROGRAM:

- Conducts applied research and economic feasibility studies in pollution controls for optimum energy utilization within industrial sector
- Provides technical information on specific technologies

TARGET AUDIENCE:

- Technical community, industry (e.g., textile, glass), EPA, DOE, and other Federal agencies

DELIVERY MECHANISMS:

- Research papers and reports are disseminated through Office of R&D, NTIS, EPA Technical Information System, and trade magazines
- Office of R&D participates in technical conferences and workshops

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$250,000	$ 7,500 (est.)
FY 79	$250,000 (est.)	$10,000 (est.)

AGENCY:	Environmental Protection Agency (EPA)
PROGRAM OFFICE:	Office of Research and Development (R&D), Energy Systems Environmental Control Division
PROGRAM NAME:	Waste as Fuel

CONTACT:
Alden Christianson Tel: (513) 684-4207
Director, Energy Systems Environmental Control Division
Industrial Environmental Research Laboratory
Environmental Protection Agency
5555 Ridge Avenue
Cincinnati, Ohio 45268

OBJECTIVES:

- To develop a process for waste destruction that incorporates energy recovery and to promote the utilization of this process

DESCRIPTION OF PROGRAM:

- Develops processes for waste destruction with energy recovery

TARGET AUDIENCE:

- Technical community, industry (e.g., textile, glass), EPA, DOE, and other Federal agencies

DELIVERY MECHANISMS:

- Research papers and reports are disseminated through Office of R&D, NTIS, EPA Technical Information System, and trade magazines
- Office of R&D participates in technical conferences and workshops

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$3,160,000	$95,000 (est.)
FY 79	$1,805,000 (est.)	$65,000 (est.)

AGENCY: Environmental Protection Agency (EPA)

PROGRAM OFFICE: Office of Solid Waste (OSW)

PROGRAM NAME: Resource Recovery Project Development Grants

CONTACT:
Steve Lingle Tel: (202) 755-9140
Chief, Technology and Markets Branch
Resource Recovery Division (WH-563)
Environmental Protection Agency
401 M Street, S.W., Room 2616
Washington, D.C. 20460

OBJECTIVES:

- To accelerate the Nation's resource recovery progress
- To provide environmentally sound alternatives to solid waste disposal
- To assist economically distressed urban areas in implementing resource recovery programs pursuant to the President's urban policy

DESCRIPTION OF PROGRAM:

- Evaluates, develops, demonstrates, and aids in the commercialization of technologies for resource recovery
- Supports feasibility analyses, procurement planning, and procurement of hardware for resource recovery facilities
- Provides grants annually to state and local authorities for feasibility analyses, procurement planning, and procurement
- Provides information and grant applications in response to grant solicitations
- Provides technical assistance, manuals, and pamphlets

TARGET AUDIENCE:

- State and local Government waste management personnel

DELIVERY MECHANISMS:

- The Office of Solid Waste and regional Solid Waste offices

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	-0-	-0-
FY 79	$15,000,000 (est.)	$5,000,000 (est.)

AGENCY: Department of Health, Education and Welfare (HEW)

PROGRAM OFFICE: Administration on Aging, Policy and Planning Division

PROGRAM NAME: Older Americans Act Programs, Program on Aging

CONTACT: Eric West Tel: (202) 472-3045
Office of Policy and Management Control
Administration on Aging
Department of Health, Education and Welfare
Room 36, North Building
330 Independence Avenue, S.W.
Washington, D.C. 20201

OBJECTIVES:

- To develop comprehensive, coordinated social service programs for older Americans by awarding grants to designated local units through state units on aging
- To increase social services for the elderly by integrating social service planning and delivery

DESCRIPTION OF PROGRAM:

- Requires state and local agencies to submit annual plans for eligibility
- Incorporates participation of the elderly in planning through local agency advisory committees and public hearings
- Provides various social services to the elderly, such as assistance in repairing, maintaining, and modifying residences for thermal efficiency and energy conservation

TARGET AUDIENCE:

- Elderly (60 years and older)

DELIVERY MECHANISMS:

- State units on Aging grant funds to designated local units with an approved annual plan on the basis of 60+ population and need
- Program Office provides technical assistance in the form of publications, documents, and training to State programs, which in turn, prorate them to local organizations

EVALUATION:

- Evaluation of planning and service delivery mechanisms for home repair is in progress

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$287,200,000	Not Available
FY 79	$287,200,000	Not Available

*Includes personnel costs

AGENCY: Department of Health, Education and Welfare (HEW)

PROGRAM OFFICE: Office of the Administrator of Health Resources Administration

PROGRAM NAME: Energy Policy and Programs

CONTACT:
Burt Kline Tel: (301) 436-7263
Director, Energy Policy and Programs
Health Resources Administration
Department of Health, Education and Welfare
Center Building
Room 10-22
3700 East-West Highway
Hyattsville, MD 20782

OBJECTIVES:

- To generate awareness of the dimensions and impact of energy problems
- To identify alternative energy sources for health facilities
- To demonstrate to workshop participants how to accomplish energy conservation in health facilities
- To identify policy implications of energy impact in health care delivery

DESCRIPTION OF PROGRAM:

- Alerts medical sector in energy problems and explains how to achieve conservation in health facilities
- Developed data base on total energy use in health facilities to identify where energy savings can be achieved
- Sponsors, in cooperative agreement with DOE, solar use demonstrations and investigation of alternative energy sources for health facilities
- Performs contact follow-up to referrals, conferences, phone, mail, etc.

TARGET AUDIENCE:

- Health care policy makers, administrators, and engineers

DELIVERY MECHANISMS:

- Program organization is designed to respond to energy needs of health care facilities, and provides guidelines, evaluation, one-to-one engineering assistance, films, publications, guest speakers, workshops, and conferences

EVALUATION:

- Retains consultants for total program evaluation

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$183,000*	Not Available
FY 79	$ 33,000*	Not Available

*Government costs only. Other costs are borne by conference sponsors. FY 78 costs include $150,000 for evaluation contract.

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AGENCY: Department of Health, Education and Welfare (DHEW)

PROGRAM OFFICE: Office of Education

PROGRAM NAME: Energy and Education Action Center

CONTACT:
Dr. Wilton Anderson Tel: (202) 472-7777
Director, Energy and Education Action Center
Office of Education
Department of Health, Education and Welfare
Reporter's Building, Suite 514
300 7th Street, S.W.
Washington, D.C. 20202

OBJECTIVES:

- To provide technical assistance and information to schools, post-secondary and other educational institutions in order to encourage and promote energy conservation in educational facilities
- To assist and encourage the development or adoption, identification, and dissemination of supplementary curricular materials in order to increase awareness and understanding of the multi-disciplinary nature of energy, environment, and engagement
- To encourage and support the in-service training of teachers, administrators, and other members of the education community in areas dealing with energy awareness and understanding, conservation, environment, and engagement
- To identify and support programs in career and vocational education which address energy-related employment opportunities

DESCRIPTION OF PROGRAM:

- Helps implement energy conservation practices in school facilities
- Promotes development of supplementary materials for energy and education
- Coordinates joint programs and activities in energy and education with other Government departments and agencies at local, State, and Federal levels

- Acts as clearinghouse and national information hotline to provide information on energy conservation and related technology practices, equipment, systems, financing, curricula, teaching requirements, and vocational and professional employment opportunties
- Provides seminars, workshops, and publications

TARGET AUDIENCE:

- Local education agencies, colleges, and universities; State departments of education, public, and private educational organizations; education planners, administrators, and support personnel

DELIVERY MECHANISMS:

- Program engages a network of technical experts (representing all Federal agencies) to provide assistance and information to educational institutions
- The Center serves as a facilitator of technical assistance by providing:
  - Access to Federally-employed specialists in energy fields, who would be available to assist clientele;
  - Access to university and professional personnel, employed on a roving "expert" basis for serving as volunteer specialists;
  - Access to groups of volunteers assisting agencies in various research and application tasks;
  - Training programs involving Federal, State, and local staff, and university and professional personnel. Examples include Federally-sponsored training of local staff; training of Federal staff; training assistance to locals; packaging of training resources; technical assistance; and training clearinghouse

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$275,000	$275,000
FY 79	$275,000	$275,000

AGENCY: Department of Health, Education and Welfare (HEW)

PROGRAM OFFICE: Office of Facilities Engineering

PROGRAM NAME: Energy Conservation in Facilities

CONTACT: Dr. Max H. Novinsky Tel: (202) 245-1926
Special Projects Manager-Energy
Office of Facilities Engineering
Department of Health, Education and Welfare
330 Independence Avenue, S.W., Room 4720
Washington, D.C. 20201

OBJECTIVES:

- To conduct special projects concerning energy consumption in Federal and non-Federal facilities

DESCRIPTION OF PROGRAM:

- Offers services of HEW regional engineers who work with established HEW grantees for evaluation and technical assistance
- Conducts feasibility studies on energy use and conservation (e.g., cogeneration, use of solid wastes) for universities and hospitals, and evaluates physical plants within limits of available staff resources
- Remuneration required for services if beyond available resources

TARGET AUDIENCE:

- Universities, hospital and health care facilities, HEW grantees

DELIVERY MECHANISMS:

- A professional technical engineering service provides funds (primarily through grants) for facility energy consumption evaluation and technical assistance
- HEW engineers or contractors provide assistance

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$100,000	$100,000
FY 79	$200,000	$200,000

*Includes personnel costs

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AGENCY: Department of Housing and Urban Development (HUD)

PROGRAM OFFICE: Office of Policy Development and Research

PROGRAM NAME: Product Dissemination and Transfer

CONTACT:
Heather Aveilhe Tel: (202) 755-5546
Office of Policy Development and Research
Department of Housing and Urban Development
Room 8124
451 7th Street, S.W.
Washington, D.C. 20410

OBJECTIVES:

- To increase the utilization of all HUD sponsored research by industry, state and local governments, and the public

DESCRIPTION OF PROGRAM:

- Disseminates information on energy-saving techniques and stimulates public awareness of HUD-sponsored research
- Consults target audience advisory groups on products

TARGET AUDIENCE:

- Architects, planners, builders, homeowners

DELIVERY MECHANISMS:

- Program uses private firms and the Government Printing Office to produce and distribute radio and television spots, public services announcements, and publications

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 800,000	$80,000 (est.)
FY 79	$1,000,000 (est.)	$80,000 (est.)

AGENCY: Department of Housing and Urban Development (HUD)

PROGRAM OFFICE: Office of Policy Development and Research, Division of Energy, Building Technology and Standards

PROGRAM NAME: Solar Heating and Cooling Demonstration Program

CONTACT:
David C. Moore Tel: (202) 755-6900
Program Manager, Solar Heating and Cooling Demonstration Program
Department of Housing and Urban Development
Room 8162
451 7th Street, S.W.
Washington, D.C. 20410

OBJECTIVES:

- To encourage the use of solar technology in the general housing market

DESCRIPTION OF PROGRAM:

- Develops performance criteria and certification procedures for solar heating and cooling equipment
- Shares joint responsibility with DOE for a residential demonstration program investigating practical applications of solar heating and cooling
- Conducts marketing efforts encouraging rapid and widespread acceptance by housing industries of solar technologies
- Disseminates demonstration and market development results

TARGET AUDIENCE:

- Architects, planners, builders, homeowners

DELIVERY MECHANISMS:

- Program Office conducts residential demonstrations
- National Solar Heating and Cooling Information Center disseminates demonstration and market development results

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$26,000,000	$5,000,000
FY 79	$16,400,000 (est.)	$5,000,000 (est.)

AGENCY: National Aeronautics and Space Administration (NASA)

PROGRAM OFFICE: Office of Space and Terrestrial Applications, Technology Transfer Division

PROGRAM NAME: Technology Transfer Program

CONTACT:
Roy M. Voris Tel: (202) 755-2420
Office of Space and Terrestrial Applications
NASA Headquarters
Room 147, Code ETU-6
600 Independence Avenue, S.W.
Washington, D.C. 20546

OBJECTIVES:

- To promote effective use, in both the public and private sectors, of new technology and other technical information generated by aerospace R&D programs

DESCRIPTION OF PROGRAM:

- Promotes effective utilization of new technology and other technical information generated by aerospace R&D programs
- Demonstrates ways to reduce home fuel consumption using aerospace and commercial building technology
- Supports national network of Industrial Applications Centers (i.e., computerized data bases) to identify, retrieve, and deliver pertinent technological information
- Provides technical expertise to solve user problems
- Maintains a technology demonstration house
- Provides quarterly document, "Tech Brief Journal," giving information or innovations, concepts, publications, and computer programs; annual program overview report, "Spinoff"; and a series of updated energy bibliographies

TARGET AUDIENCE:

- General public and private sector

DELIVERY MECHANISMS:

- Universities and NASA Field Centers

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$9,100,000 (est.)	$200,000 (est.)
FY 79	$9,100,000 (est.)	$100,000 (est.)

AGENCY: National Science Foundation

PROGRAM OFFICE: Intergovernmental Science and Public Technology

PROGRAM NAME: Intergovernmental Programs

CONTACT: Robert C. Crawford Tel: (202) 634-7996
Director, Intergovernmental Programs
Applied Science and Research Applications Directorate
National Science Foundation
1800 G Street, N.W.
Washington, D.C. 20550

OBJECTIVES:

- To facilitate the intergration of scientific and technical resources into the policy formulation, management support, and program operation activities of State and local governments, thus increasing their capability to address issues and problems in such areas as energy, environmental management, pollution control, health, transportation, etc.

DESCRIPTION OF PROGRAM:

- Makes grants to individual state legislatures, governors' offices, and national State government organizations to test alternative mechanisms for using scientific and technical resources in policy formulation

- Supports three national networks of different sized local governments--Urban Consortium, Urban Technology Systems, and Community Technology Initiatives Programs--to strengthen their capability for solving problems by using scientific and technical resources.

- Makes awards to national instrumentalities of local governments in support of program goals

- Makes grants to State and regional innovation groups which bring together jurisdictions in the same geographic area to strengthen their capability for solving problems using scientific and technical resources

- Provides funding for the Federal Laboratory Consortium to help make the resources of more than 180 Federal laboratories available to State and local governments

TARGET AUDIENCE:

- State legislators
- Governors and State executive agencies
- General purpose city and county governments and their chief executives or chief administrative officers

DELIVERY MECHANISMS:

- Grants made directly to State and local governmental units
- Grants and contracts with the major national public interest and related groups
- Grants to educational and other S&T institutions to assist them in making their scientific and technological resources available to state and local governments
- Contracts with private profit-making organizations for such activities as program development studies, assessment and evaluation activities, etc.

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$7,000,000**	Not Available
FY 79	$5,000,000	Not Available

*Because the program results in broad capacity development in State and local Governments and in resource institutions for a wide range of scientific and technological specialities, it is impossible to specify dollar amounts expended for energy conservation and renewable fuels. Significant efforts in these areas are supported, however, in such projects as the Northeast Legislative Leaders Energy project, the New England Innovation Group, the Conference of Northeastern Governors Policy Project, the National Conference of State Legislators Information System, the Federal Laboratory Consortium, etc.

**Includes funds for State Science, Engineering and Technology (SSET) program planning phase.

AGENCY: Small Business Administration (SBA)

PROGRAM OFFICE: Office of Management Information and Training

PROGRAM NAME: Small Business Training Program

CONTACT:
Johnnie Albertson Tel: (202) 653-6337
Chief, Small Business Management Training
Small Business Administration
Room 603
1441 L Street, N.W.
Washington, D.C. 20416

OBJECTIVES:

- To assist small business owners in reducing energy costs by providing training and counseling

DESCRIPTION OF PROGRAM:

- Provides training and counseling to small businesses in reducing cost of energy use
- Counsels on general topics, as well as on topics tailored to specific industry

TARGET AUDIENCE:

- Small businesses (e.g., auto dealerships, printers, laundry and dry cleaning, apartment owners/managers, service station personnel, and retailers)

DELIVERY MECHANISMS:

- Services are provided by SBA district representatives, SCORE (Service Corps of Retired Executives), and contracted SBA representatives. These services include training programs and publications, workshops and seminars, and one-on-one counseling at district level
- SBA is currently forming a Small Business Developent Center, a university-based program, to provide technical assistance

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$6,600,000	$60,000 (est.)
FY 79	$7,200,000 (est.)	$66,000 (est.)

AGENCY: Small Business Administration (SBA)

PROGRAM OFFICE: Technology Assistance Division

PROGRAM NAME: Technology Assistance Program

CONTACT:
Joseph E. Kernan Tel: (202) 653-6938
Acting Division Chief,
Technology Assistance Program
Small Business Administration
Room 628
1441 L Street, N.W.
Washington, D.C. 20416

OBJECTIVES:

- To help small businesses solve production-related technical problems
- To assist small businesses in implementing and using new or alternative technologies

DESCRIPTION OF PROGRAM:

- Helps small businesses solve technical problems and use new/alternative technologies
- Provides technical information available from other Federal agencies to small businesses (some energy-related)
- Provides computer services for energy-saving measures (NASA computers); pamphlets with reader service card (card returned for assistance); and technical information and assistance (one-to-one contact, mail, or telephone)
- Provides R&D procurement assistance and special studies

TARGET AUDIENCE:

- Small business managers/owners

DELIVERY MECHANISMS:

- Program available in each region and services are provided through SBA offices of contracted technology assistance centers

BUDGET:

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$1,000,000	$100,000 (est.)*
FY 79	$ 900,000 (est.)	$ 90,000 (est.)*

*The Technology Assistance Program was established to transfer all types of available technology, as applicable, to small businesses. Only part of this program involves energy conservation.

AGENCY: Tennessee Valley Authority (TVA)

PROGRAM OFFICE: Office of Power, Division of Energy Conservation,
Conservation and Energy Management Branch

PROGRAM NAME: Certified Electric Heat Pump Installation Program

CONTACT: Eddie Tramel Tel: (615) 755-3744
Conservation and Energy Management Branch
Tennessee Valley Authority
Display Building, Power Service Center
Chattanooga, Tennessee 37401

OBJECTIVES:

- To help eliminate three major problems which have damaged the reputation of heat pumps in the past: faulty units, poor installation, and inadequate servicing

DESCRIPTION OF PROGRAM:

- Utilizes certified dealers to demonstrate proficiency of heat pumps
- Inspects heat pump installations
- Designed by TVA and adopted by power distributors

TARGET AUDIENCE:

- Local heat pump dealers, employees, and consumers

DELIVERY MECHANISMS:

- Local power distributors and major manufacturers, in cooperation with TVA staff, provide heat pump installation instruction and heat pump servicing training to heat pump dealers and their employees
- TVA has developed an information folder and a heat pump buying guide to explain program to consumers

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$156,000	$156,000
FY 79	$500,000 (est.)	$500,000 (est.)

*Includes personnel costs. Program is self-financed. Budget figures are outlays.

AGENCY: Tennessee Valley Authority (TVA)

PROGRAM OFFICE: Office of Power, Division of Energy Conservation, Conservation and Energy Management Branch

PROGRAM NAME: Consumers Communications Service for Distributors of TVA Power

CONTACT:
C. Creed Crowder Tel: (615) 755-3726
Conservation and Energy Management Branch
Tennessee Valley Authority
Display Building, Power Service Center
Chattanooga, Tennessee 37401

OBJECTIVES:

- To fulfill TVA's communications partnership responsibilities with the 160 local distributors of its power
- To provide information on energy conservation and electrical safety to TVA consumers

DESCRIPTION OF PROGRAM:

- Prepares and produces advertising pamphlets and display materials on energy conservation and electrical safety
- Provides consumers of TVA power with information on energy conservation and electrical safety through TVA power distributors

TARGET AUDIENCE:

- TVA's 160 power distributors, and consumers of TVA-generated power

DELIVERY MECHANISMS:

- Materials are furnished to the five district offices of the Division of Power Utilization, which in turn distribute them to each TVA power distributor

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$143,000	$135,000
FY 79	$217,000 (est.)	$210,000 (est.)

*Includes personnel costs. Program is self-financed. Budget figures are outlays.

AGENCY: Tennessee Valley Authority (TVA)

PROGRAM OFFICE: Office of Power, Division of Energy Conservation, Conservation and Energy Management Branch

PROGRAM NAME: End-Use Electric Energy Management Program (Commercial and Industrial Loads)

CONTACT: Ray Vines Tel: (615) 755-3726
Conservation and Energy Management Branch
Tennessee Valley Authority
Display Building, Power Service Center
Chattanooga, Tennessee 37401

OBJECTIVES:

- To reduce business and industry energy needs to the minimum levels required to efficiently produce a product or service

DESCRIPTION OF PROGRAM:

- Encourages effective management decisions to check and control energy consumption in business and industry
- Provides information and energy use inspections to businesses and to educational institutions
- Produces and distributes The Electric Management Program, a brochure which covers the steps required in setting up such a program

TARGET AUDIENCE:

- Business and industry, civic clubs, and educational institutions

DELIVERY MECHANISMS:

- Commercial and industrial engineers from TVA's Conservation and Energy Management Branch

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 690,000	Not Available
FY 79	$4,000,000 (est.)	Not Available

*Includes personnel costs and other commercial and industrial activities. Program is self-financed. Budget figures are outlays.

AGENCY: Tennessee Valley Authority (TVA)

PROGRAM OFFICE: Office of Power, Division of Energy Conservation, Conservation and Energy Management Branch

PROGRAM NAME: The Super Saver Electric Home Program

CONTACT: Eddie Tramel Tel: (615) 755-3744
Conservation and Energy Management Branch
Tennessee Valley Authority
Display Building, Power Service Center
Chattanooga, Tennessee 37401

OBJECTIVES:

- To stress energy conservation
- To assist consumers in minimizing electricity costs
- To work with builders in sharing proven construction techniques that utilize conventional insulating and other energy-conserving materials

DESCRIPTION OF PROGRAM:

- Encourages construction of energy-efficient residential dwellings

TARGET AUDIENCE:

- Builders, contractors, civic-consumer groups, and local utilities

DELIVERY MECHANISMS:

- TVA Staff, in cooperation with local power distributors, meet with builders, contractors, and civic and consumer groups

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$ 87,000	$ 87,000
FY 79	$1,000,000 (est.)	$1,000,000 (est.)

*Includes personnel costs. Program is self-financed. Budget figures are outlays.

AGENCY: Tennessee Valley Authority (TVA)

PROGRAM OFFICE: Office of Power, Division of Energy Conservation, Conservation and Energy Management Branch

PROGRAM NAME: TVA's Home Insulation Program

CONTACT: W.C. Whisenant Tel: (615) 755-3746
Conservation and Energy Management Branch
Tennessee Valley Authority
Display Building, Power Service Center
Chattanooga, Tennessee 37401

OBJECTIVES:

- To stress energy conservation
- To help consumers minimize electricity costs
- To offer interest-free loans for energy conservation

DESCRIPTION OF PROGRAM:

- Program is a cooperative venture by TVA and local power distributors
- Provides free home energy surveys in region to save energy and to lower utility bills
- Offers interest-free loans to consumers who heat and cool electrically to bring insulation and other weatherization measures up to proper standards
- Offers low-interest loans to consumers who have weatherized their homes for installing an electrical heat pump (installation must meet TVA's certified standards)

TARGET AUDIENCE:

- Homeowners and general public

DELIVERY MECHANISMS:

- Local power distributors, in cooperation with TVA staff

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$2,400,000	Not Available
FY 79	$3,300,000 (est.)	Not Available

*Includes personnel costs. Program is self-financed. Budget figures are outlays.

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AGENCY: Department of Transportation (DOT)

PROGRAM OFFICE: Technology Sharing Division, Assistant Secretary for Governmental Affairs

PROGRAM NAME: Technology and Knowledge Sharing

CONTACT:
Mr. Alfonso Linhares Tel: (202) 426-4208
Chief, Technology Sharing Division
Office of the Secretary I-25
U.S. Department of Transportation
400 7th Street, S.W.
Washington, D.C. 20590

OBJECTIVES:

- To incorporate state and local government transportation needs into the DOT R&D planning process
- To insure that DOT R&D results are being tailored and disseminated to all appropriate user groups

DESCRIPTION OF PROGRAM:

- Provides direct technical assistance, both from Departmental staff and through Transportation Systems Center in Cambridge, Massachusetts
- Produces state-of-the-art data addressing State and local transportation needs
- Provides field staff support (primarily through the operating administrations of the Department)
- Provides computerized transportation research information service
- Contracts with public interest groups and outside firms
- Involves participation of users in establishing priorities for coming year
- Program conducts seminars, conferences, and training programs for State and local personnel
- Program also acts as entry point for access to programs and contacts in the Department, in the Federal Highway Administration, in the Urban Mass Transportation Administration, etc.

TARGET AUDIENCE:

- All State and local transportation oriented offices (e.g., State highway departments, State DOT, metro planning departments, boating safety offices, airport authorities, etc.)
- Elected and appointed officials and their staffs

DELIVERY MECHANISMS:

- An information referral service, offered by the staff of DOT's Office of the Secretary and the staff of the Transportation Systems Center in Cambridge, Massachusetts, provides information documents (e.g., results of program demonstrations, energy primer) and transportation-oriented computer evaluations

BUDGET:*

	Total	Amount for Energy Conservation/ Renewable Fuels Outreach
FY 78	$400,000	$100,000 (est.)
FY 79	$405,000	$100,000 (est.)

*Including Transportation Systems Center personnel; excluding DOT Technology Sharing Division staff and travel for this staff.

APPENDIX B

ENERGY EXTENSION SERVICE COORDINATION WITH OTHER RELATED FEDERAL PROGRAMS

APPENDIX B:

Energy Extension Service Coordination With Other Related Federal Programs

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The National Energy Extension Service Act (NEESA) provides that the CPP include specific delineation of each participating Federal agency involved in energy education, extension and information activities, and of the mechanisms established to coordinate these activities. The specific delineation of the responsibilities of each participating Federal agency is included in Appendix A. Coordination mechanisms are discussed in Chapter 3.

NEESA also requires the CPP to discuss the responsibilities of other Federal agencies in the implementation of the Energy Extension Service (EES), and the coordination mechanisms established to facilitate this implementation.

The EES was established in 1977 to give grants to States to design and implement activities for encouraging the adoption of energy-efficient practices and technologies. DOE is responsible for coordinating EES activities with the national offices of other Federal agencies and nongovernmental organizations. Currently, EES has pilot programs involving grants of about $1.1 million each to 10 states. Grants of $30,000 each have been made to the remaining states and territories to observe the progress of the pilot states and to prepare for participation in a nationwide program. A regulation to expand EES to all states was issued in October 1978, and this expansion is awaiting a Congressional decision.

The responsibilities of other Federal agencies in EES implementation include keeping up-to-date on the program's status, serving as a technical assistance resource to the States, and not developing duplicative programs. In last year's CPP, EES reported a number of coordination efforts initiated in 1977:

- The establishment of an EES Interagency Coordinating Group (IAG). Membership consists of EES and representatives of 15 other Federal departments and agencies. This group is an information-sharing mechanism among these agencies.

- The establishment of an EES Intra-DOE Coordinating Group, composed of representatives of DOE programs with information or activities related to EES.

- The publication of a Technical Assistance Program Resources Guide for the States and other interested parties. The Guide, developed with the assistance of the coordinating groups, summarizes information and services available to State outreach programs from Federal agencies.

In the past year, as mentioned in Chapter 3 of this report, these efforts have continued and intensified. Both the IAG and the Intra-DOE Coordinating Group have continued to meet and share information, and both groups have become important resources for responding to pilot State requests for information. In early 1979 EES will publish and distribute an updated and improved version of the guide, renamed the Energy-Related Technical Assistance Guide. The new guide identifies State, as well as Federal, technical assistance resources. Its preparation is a cooperative effort with the DOE Office of State and Local Programs, also under the Assistant Secretary for Conservation and Solar Applications.

A number of other coordination efforts on EES matters were initiated in 1978:

- The EES Director is the DOE Chairperson for the DOE/USDA Working Group on Extension and Outreach (mentioned in Chapter 3).

- EES has had frequent contact with the Solar Energy Research Institute, the four Regional Solar Energy Center Offices, and the National Solar Heating and Cooling Information Center. These latter offices, in turn, have met with State EES officials to provide technical assistance to State and local solar outreach programs.

- Through training sessions, workshops, and short courses, EES has involved other DOE offices in providing information and assistance to the pilot States, with the frequent result that these States have established their own relationships with other DOE offices.

- Joint study efforts have been mounted with other DOE offices. A study on the technical assistance needs of states is another cooperative effort with the Office of State and Local Programs. A study on the possible applications of modern communications technology to energy outreach program management is overseen by a project management group consisting of several DOE offices.

During the past year it has become increasingly clear that both formal and informal communication mechanisms are essential for effective EES implementation. The IAG and the Intra-DOE Coordinating Group are important not only because of the information-sharing and dialogue which occur at meetings of members, but also because of the regular contacts--and therefore relationships--which are established for meeting specific information-sharing needs and requests. Informal contacts have become equally important. Information needs expressed by the pilot States require EES to locate the most appropriate source and for that source to respond. While the formal mechanisms established help link EES with the appropriate source, it is the informal contacts that assure that the needs are met. Experience has shown that EES, other DOE offices, and other Federal agencies are committed to meeting State information needs.

APPENDIX C

LEGISLATIVE REQUIREMENT FOR PREPARATION OF THE COMPREHENSIVE PROGRAM AND PLAN FOR FEDERAL ENERGY EDUCATION, EXTENSION AND INFORMATION ACTIVITIES

APPENDIX C:

Legislative Requirement for Preparation of the Comprehensive Program and Plan for Federal Energy Education, Extension and Information Activities

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Included below is section 508 of the National Energy Extension Service Act (P.L. 95-39) which provides for preparation of the Comprehensive Program and Plan for Federal Energy Education, Extension and Information Activities. It should be noted that references to the previous Energy Research and Development Administration now pertain to the Department of Energy.

COMPREHENSIVE PLAN AND PROGRAM

SEC. 508. (a) The Administrator is authorized and directed to prepare a comprehensive program and plan for Federal energy education, extension, and information activities authorized by this title [Energy Extension Service] and any other law. In the preparation of the program and plan, the Administrator shall utilize and consult with the head of each agency referred to in this title and any other Federal agency with an energy education, extension, or information program. Preparation of such program and plan shall not delay in any way the implementation otherwise of this title. Rather, the program and plan should reflect the activities mandated by this title and serve as a mechanism for Federal Government-wide coordination and management of those activities with the activities of other Federal agencies under other law.

(b) The comprehensive program and plan shall include, but not be limited to, the following elements:

(1) specific delineation of responsibility of each participating Federal agency in the conduct of this title;

(2) mechanisms established to coordinate the activities under this title ...;

(3) a detailed summary of all related Federal programs under other law, including program descriptions, types of delivery mechanisms, budget, and objectives;

(4) procedures for defining and measuring the effectiveness, in terms of increased energy efficiency, fuel savings, adoption of new energy technologies, and other appropriate criteria, of the activities under this title and related activities under other law;

(5) an assessment of other existing Federal assistance and incentives, other than public education, extension, and outreach programs, and their relation to such programs, in achieving the objective of this title;

(6) procedures to minimize conflict with existing services in the private sector of the economy which are similar to those under this title and other law; and

(7) a comprehensive and integrated plan for the resulting Federal program, taking into account paragraphs (1) through (6).

(c) The Administrator shall transmit the comprehensive program and plan to the President and to each House of Congress within one hundred and eighty days after the date of enactment of this Act. Thereafter, the Administrator shall revise the program and plan on an annual basis and submit the revisions as part of the annual fiscal year budget submission and the report required by section 15 of the Federal Nonnuclear Energy Research and Development Act of 1974.

*U.S. GOVERNMENT PRINTING OFFICE : 1979 0-281-128/501